CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. WASHINGTON, D.C.

Volume I, No. 1 April 25, 1938

KNOW MORE ABOUT THE GOODS YOU BUY URGES ELEANOR ROOSEVELT

America's First Lady gives consumers a tip on how to buy.

Writing in the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Agricultural Adjustment Administration, Washington, Mrs. Franklin D. Roosevelt says:

"I think that women as consumers should make it their business to know more about the quality of goods which they buy, and to consider the conditions under which these goods are produced.

"If they do this, I feel sure that many changes could be effected which would be beneficial to the general public."

IS IT LUCK OR LAW?

When you get a full 16 ounces in your pound loaf of bread; when the gasoline gauge in your car and the dial of the measuring pump at the filling station happen to agree; is it luck or a law that protects you?

Honest merchants, of course, give full measure. But behind honest merchants and behind consumers is an official in most communities. He may be a State, county, or city official. Sometimes he is called a "Sealer"; sometimes, a "Commissioner of Weights and Measures."

It is this official's job to check the scales, yardsticks, gauges, pumps, taximeters, and all the other meters and measures used in selling goods to consumers.

Wise consumers, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Agricultural Adjustment Administration, learn all about their local Weights and Measures law and how it is enforced, then help officers, honest merchants, other consumers, and themselves when they buy: by watching scales; by looking for the net weight mark on packages; by comparing costs per ounce or pound; by looking for official seals on meters, gauges, and scales.

GREEN TONICS FOR SPRING

Spring tonic used to be as much of an annual affair as taking down the storm doors, or watching for the first crocuses.

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A.A.A.

WASHINGTON, D. C.

Volume I, No.1

April 25, 1938

Scientists now teach that a proper diet for a well person requires no supporting tonic at any special season.

Asparagus is one of the many green vegetables which do a part of the old-time tonic's job. Nutrition specialists classify asparagus as a "good" source of iron and a "fair" source of calcium. It is high in Vitamin A and a good source of Vitamin B, if properly cooked.

Reducing diet addicts can really turn loose on this vegetable--if they can do without butter--for asparagus scores among the lowest of all vegetables with carbohydrates at only 3 percent.

Green asparagus should be green for almost its entire length. Spears that show 4 or 5 inches of green tip and an equal length of white butt may be tough or woody at the white end. Asparagus to be its best must be fresh, tender, and firm with close compact tips. Angular-shaped stalks are likely to be tough and stringy.

DID YOU WEIGH YOUR BREAD TODAY?

"A big baker we know," says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Agricultural Adjustment Administration, "is willing to wager that not more than one buyer out of 500 takes the trouble to weigh the bread he buys to see if he is getting all he pays for."

Some cities have municipal ordinances or laws requiring all bread to be baked in standard sizes, such as one-half pound, 1 pound, 1 1/2 pounds, and so on. In many cities, loaves can be any size the baker wishes.

"It's a careless practice," cautions the CONSUMERS' GUIDE, "to ask simply for a loaf of bread. Consumers should make sure how many ounces they get for their money."

WHAT IS SPRING LAMB?

You're sure of getting meat from a young animal whenever you buy lamb, but "spring lamb" is the youngest and that's the kind starting to markets now, writes the CONSUMERS' GUIDE, publication of the Agricultural Adjustment Administration in Washington.

"Spring lambs," most plentiful from May to July, are 3 to 5 months old, and almost always they have been fed on their mothers' milk. "Grass lambs," sold from August to December, are usually 5 to 8 months old. "Grain-fed lambs," found on markets from December to May, are from 8 to 12 months old.

"These different kinds of lamb differ from each other much as the chickens you buy. A spring lamb is like a broiler; a grass lamb is like a fryer; and a grain-fed lamb is like a roaster."

CONSUMER NOTES
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Volume I, No. 2 May 2, 1938

SOME FOODS HAVE SEASONS

Seasons have a lot to do with changing prices for foods, as they have with changing styles of clothes.

When foods are most plentiful, they are usually cheapest. Careful consumers keep tabs on seasonal changes when they buy.

Here is a calendar, says the CONSUMERS' GUIDE, published by the Consumers' Counsel Division of the Agricultural Adjustment Administration, to tell you when some fresh vegetables are usually most plentiful in city markets. Local conditions or sudden changes in weather may upset these rules:

Asparagus	usually most plentiful in	April
Peas	"	May & June
Cucumbers	"	June
Tomatoes	"	June
Lettuce	"	July
Summer squash	"	July
Corn	"	Aug.
Lima beans	"	Aug.
Eggplant	"	Aug.
Cauliflower	"	Oct.
Winter squash	"	Oct.
Sweetpotatoes	"	Oct. & Nov.
Parsnips	"	Oct. & Nov.
Brussels sprouts	"	Nov.
Potatoes	"	Nov.

CONSUMER TIME ON THE AIR

Up-to-the-minute hints on wise spending for the housewife-exchequer of the family are broadcast every Tuesday afternoon at 1:30 P.M. (EST) in a consumer radio program sponsored jointly by the General Federation of Women's Clubs and the Consumers' Counsel Division of the Agricultural Adjustment Administration.

The program, carried out of Washington by the nationwide Red Network of the National Broadcasting Company, brings timely advice on economical spending to millions of homes throughout the country. Representatives of the co-sponsors of the program clarify for consumers their buying problems and advise them on wise purchasing for both quality and economy. They talk about food supplies and prices, diet standards, and what to look for in purchasing necessities for home and family.

Tuning in on this weekly feature can help solve your budget problems. Check up on your local station for the time of the next broadcast of "Consumer Time on the Air."

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WASHINGTON, D.C.

Volume I, No. 2

May 2, 1938

SAVING ON MILK BILLS

When money for milk is tight, compare the cost of fresh milk with the cost of equivalent milk products, suggests the CONSUMERS' GUIDE, bulletin of the Consumers' Counsel Division of the Agricultural Adjustment Administration.

"Choosing the most economical type of milk for your purpose need not stop with fresh milk. Other forms can be included in the diet, maybe in some cases more economically.

"Here are some alternative forms which have approximately the same food value of a quart of fluid whole milk:

1 quart of fluid skim milk and 1-1/2 ounces of butter;
5 ounces of American Cheddar cheese;
4-1/2 ounces of dried whole milk;
3-1/2 ounces of dried skim milk and 1-1/2 ounces of butter."

IF IT'S "COLOR FAST," TEST IT

Claims of "color fastness" mean little, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Agricultural Adjustment Administration, unless you find out what a fabric is "fast" against--soap, or boiling, or sunlight, or perspiration, or what.

No dye yet discovered will remain permanently "fast" under all conditions. Vat dyes are the best for cotton goods, but they are the most expensive.

"To make doubly sure that a color is 'fast'," suggests the CONSUMERS' GUIDE, take some samples home and do some tricks with them: (1) put a piece directly in the sunlight, with part of it covered with cardboard, and see if the sun bleaches the uncovered part; (2) wash a piece with soap. In short, try out the material under the conditions in which it is to be used.

"Not all colored cotton materials are dyed. Some are printed. You can usually identify the fabric that is printed in the piece by noticing that the back is not as well dyed as the top side. In general, dyed fabrics keep their good looks much longer than printed ones, though that may vary with the quality of the dye used."

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. WASHINGTON, D.C.

Volume I, No. 3 May 9, 1938

BLINDFOLD BUYING COSTS YOU MONEY

Seeing shouldn't always be believing when it comes to canned goods, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA. Two cans that look to be the same size may not be the same size at all. And unknowing consumers who select the smaller size get less for their money. A No. 303 can, for example, can hardly be told from a No. 2 can, yet the No. 303 can is 1/8 of an inch shorter than a No. 2 can, and 1/4 of an inch less in diameter. Consumers purchasing three No.303 cans of tomatoes at 20 cents get 9 ounces less tomatoes of the same quality then they get in 3 No. 2 cans for the same price.

Blind purchase of cans over the course of a year by consumers may well become a secret leak in the family budget. These penny leaks, however, can be stoppered up by consumers if they check the size of the canned goods they buy. On the label of most canned goods there is a number indicating the net contents of the can. By comparing costs per ounce of food sold in cans consumers can know which is cheaper but as a practical matter they will find these calculations difficult so long as food is sold in cans of so many different sizes as are now on the market.

A MILLION-MILE PICTURE

The 1,300,000 square mile face of America's farmland is having its picture completed this year by a fleet of cloud-jumping photographers as part of the Agricultural Adjustment Administration's efforts to help farmers put their business on a sounder basis and conserve their soil.

Aerial photographers are flying back and forth, up and down, every mile of America's farming country making a pictorial map of agricultural America. When their work is done a detailed picture of every acre of American farm land will be available for study by scientists, economists, and farmers.

Two important purposes will be served by the pictures. Cheaper and more accurate than any other method of measuring fields, they will provide a basis for checking how closely farmers comply with their agreements to plan production and conserve soil under the agricultural program. This is necessary because payments to farmers participating in the program will be based on their living up to such agreements. In addition, aerial photography enables soil conservationists to detect and to head off the inroads of soil erosion on American soil resources.

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WASHINGTON, D.C.

Volume I, No. 3

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THE SKIN ROUTE TO VITAMINS

Skin can't eat vitamins, the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, reminds people who spend their money on beauty lotions and soaps. "The skin is an organ for excreting, rather than absorbing, substances," the chief of the Vitamin Division of the Food and Drug Administration explains. "The amounts of Vitamin D which could be rubbed or washed into a small area of the skin to remedy a diagnosed deficiency, would according to available data, not be significant."

Experts seem to hold, too, that there is no need for application of Vitamin A to the skin; that if Vitamin A were to enter the body through the skin, it would probably have to be through skin lesions. "We know of no adequately controlled experimental work," states the director of the board of standards of the Toilet Goods Association, "which will show that these factors (Vitamin A and its precursor, carotene) can be absorbed through the skin intact or exersise their benefits by external application."

Soaps and lotions have their purposes, the Food and Drug Administration points out, but "the actual nourishment reaches the skin through the circulatory system."

Consumers who want vitamins, experts advise, should get them in their foods. Vitamin deficiencies are remedied more cheaply and far more efficiently that way.

RAYON IN THE WASH

Careless washing of rayon fabrics may break the threads, stretch them, or twist the fabric completely out of shape, says an article in the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

Wringing, twisting, or scrubbing rayon when washing it hastens the deterioration of the fabric. Soaking a rayon garment too long, too, may also result in stretching the garment sadly out of shape.

Rayon garments washed properly, however, can go safely through a washing. Here is the advice the GUIDE gives to rayon users who want their clothes to fit them after they wash them as well as before they wash them. "The best technique is to use lukewarm water with a generous supply of suds made from a neutral soap and to squeeze the suds through the fabric. Then rinse thoroughly and after squeezing out most of the water, roll the material in a turkish towel and knead out the rest of the moisture.

"It is best for rayon garments to be laid flat to dry--especially if they are knitted goods. When fastened to the line, a pin may cut the yarn and the material may also stretch. Rayon should be pressed on the wrong side and never with a hot iron."

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. WASHINGTON, D.C.

Volume I, No. 4 May 16, 1938

HOW TO BUY GRADED EGGS

"Grading takes the guesswork out of buying eggs," says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, to consumers who want to get the most out of their egg dollars. When in doubt as to which price eggs to purchase for cooking or for the breakfast table, look for the U. S. government grade on the egg carton.

Last year U. S. government inspectors graded 45 million dozen eggs. Four grades set up by the U. S. Department of Agriculture are these:

U. S. Special---The kind to buy for convalescents; very few on the market; may be marked "Retail Grade AA".

U. S. Extra---Top grade in most markets; satisfactory for breakfast eggs; may be marked "Retail Grade A".

U. S. Standard---Satisfactory for cooking; if sold under seals authorized by the Department of Agriculture, must be marked "Retail Grade B".

U. S. Trade---Suitable for preparing dishes where egg flavor does not count much.

The grade and date of rating are on the seal attached to every box of government inspected eggs. Both cold storage and fresh eggs may be graded. Storage eggs of the 2 top grades must be labeled as storage when sold under authorized seals.

FLAVOR IN CANTALOUPS

To spot flavorsome cantaloups look at their stem scars. So writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, in telling consumers how to select this welcome fruit now arriving in increasing quantities on the nation's breakfast tables.

Ripened on healthy vines is the secret of well-flavored melons.

Vine-ripened cantaloups have stem scars that are smooth, clean, and cup-like---sure signs of good flavor and a ripened fruit.

If the melon has some of the stem still adhering, the evidence is strong that the melon was picked when not completely ripe. Cantaloups due for a long journey before they reach market and allowed to ripen en route, may be flavorless.

A little secretion of sugar around the stem scar is also a pretty good sign that the melon is sweet.

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Volume I, No. 4

May 16, 1938

BUYING BREAD QUALITY

To check quality in bread, you don't need to be a laboratory expert, advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

Guides for the alert consumer who seeks quality can be found in the appearance as well as the ingredients of a loaf of white bread.

The publication gives these hints on color, grain, texture, flavor, and shape of the loaf:

"A slice of white bread should have a satiny luster, show no streaks, not have a greyish cast. Milk bread should have a creamier cast than ordinary white bread.

"In white bread the grain should be even, with no large holes, no streaks, nor extreme closeness of grain. Cell walls should be thin and elongated upward.

"In white bread, the texture should be elastic, soft, springy."

The flavor of white bread, the GUIDE adds, should be that of well-blended ingredients and a well-baked loaf. There should be no suggestion of sourness, yeast, mustiness, or other "off" flavors; and salt enough to prevent a flat taste. Graham and wholewheat bread should have a pronounced whole-grain flavor.

The loaf should be oblong, and symmetrical with an evenly rounded top.

FOLLOW THESE RULES WHEN YOU SPEND

Spending may be fun for some people, but for most consumers it is a difficult problem, and CONSUMERS' GUIDE--publication of the Consumers' Counsel Division of the AAA---makes five suggestions on how to do the job wisely and economically.

1. Study every commodity you can. Many bulletins have been published by the Government and by research organizations which help consumers to identify quality.

2. Learn all you can about Federal laws which protect consumers. Several Federal agencies have representatives located at different places in the country who will gladly talk to consumer organizations about their work.

3. Many States and cities have services which protect consumers and honest merchants. Learning about them should be part of every consumer's education.

4. Study labels on products and learn which ones carry quality standards and give useful buying information. More merchants every year give useful information to consumers about the quality and contents of their products.

5. Plan your purchases. Last minute dashing to stores can be costly.

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. WASHINGTON, D.C.

Volume I, No. 5 May 23, 1938.

SNAGGING THE INSATIABLE MOTH

Smells do not kill moths, nor even discourage them. Remember this when you buy moth preparations, cautions the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

Tests in the Department of Agriculture show that even the most deadly of the moth-killing chemicals do not repel moths when the fumes are not strong enough to kill them. The only way to make vapor effective is to keep enough of it corralled in a tight container.

Killing chemicals recommended for moths are napthalene, paradichlorobenzene, and gum camphor.

Careful crusaders against moth holes make sure, before woolens are packed away, that the garments have first been thoroughly cleaned. They guard, too, against any opening in packages, chests, or closets, through which moths may wiggle their way.

Ordinary "cedarized" boxes and bags cannot be depended upon. To be really effective, a cedar closet must be tightly built with red heart wood and closed by doors that clamp shut on felt or rubber gaskets.

Garment bags are as useful as they are tight, but only for keeping moths out, once the contents are free of them. Fancy treatments can make the bags smell queer but cannot kill the destructive moth larvae.

Moth-proofing solutions now on the market cannot make a garment immune to moths permanently or absolutely. Among the better solutions are those containing fluorides and rotenone. If used with thoroughness, they go some distance along the way to this goal. Those made of arsenic are not recommended by the Department of Agriculture.

BEEF EATERS -- LOOK FOR GOVERNMENT GRADES!

Look for the U. S. (Government) QUALITY mark, when you buy beef, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

This stamp on meat is your safeguard against paying for a quality you do not get. Buy the grade that you can afford and know that you are getting the quality you pay for.

Down the full length of a carcass and on every cut of meat officially graded for quality, there is a strip of words repeating over and over again the quality grade. Harmless inks are used in stamping.

From high to low, quality grades for beef are: Prime, Choice, Good, Medium, and Plain. "Prime" grade is seldom found on retail markets. Top grade is usually "Choice."

Official graders are located in 21 major cities. Any retailer can order from dealers who ask to have

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WASHINGTON, D. C.

Volume I, No. 5

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BEEF EATERS -- LOOK FOR GOVERNMENT GRADES! (CONT'D.)

their beef graded. Expense of grading per pound of meat is too small to change the cost to consumers.

Retailers usually furnish U. S. graded meat when consumers demand it.

Don't confuse the quality stamp with the round purple one on meat. The round purple stamp is a mark of SAFETY, not of quality. It is a safeguard against purchasing unhealthy meat.

YOUR GLASS OF WATER

If you like water with your meals, then drink it, says the CONSUMERS' GUIDE, publication of the AAA, in upsetting the popular fallacy that there should be no place on the dinner table for it.

Taken in moderate quantities with meals, water actually stimulates the digestive juices and aids digestion.

But drinking too much water just before you sit down to eat is not so good. It fills the stomach and leaves little room or appetite for the food to come.

The belief that ice cold water is harmful--a check to digestion--also has little basis in fact. Twenty minutes after you drink ice water, the temperature of the stomach regains the normal body level.

A good key to when not to drink ice cold water is when you want it most--after heavy exercise, or on a hot summer day when you have become overheated. Then it can be harmful to the body if taken before you have rested and "cooled off."

CONSUMERS' BOOKSHELF

Whether it is inks or automobiles, consumer grades or budget planning, beds or vacuum cleaners, that you want to know about, the CONSUMERS' BOOKSHELF, bibliography of consumer information just issued by the Consumers' Counsel Division of the AAA, will tell you where to find your information.

This bibliography lays the foundation for a low cost library of consumer pamphlet literature. Its 100 pages are packed full of references to publications on all sorts of consumer problems and commodity buying.

It is the most complete bibliography of free or low cost publications of consumer interest yet issued. Between its covers are references to the best material put out by the Federal Government, State Extension Services, non-profit groups, and other disinterested sources of printed consumer information.

The booklet will be found useful by every budget-conscious and consumer-conscious family. Order your copy from the Superintendent of Documents, Washington, D. C. Its price is 15 cents. Send cash or money orders--NO stamps.

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . WASHINGTON, D.C.

Volume I, No. 6 May 30, 1938.

CONSUMERS' COUNSEL POINTS TO HIGH BREAD COSTS

Bakers' and retailers' share of consumers' bread dollars is higher today than it has been at any time since 1921, D. E. Montgomery, Consumers' Counsel of the AAA, has reported to Secretary of Agriculture, Henry A. Wallace.

Recommending a "far-reaching examination into the price-determining factors" of the bread industry, Mr. Montgomery's analysis of bread prices and costs has been forwarded by Secretary Wallace to the Department of Justice and the Federal Trade Commission.

"Bread is a major item in the diet of low income families," the Consumers' Counsel states. "The behavior of bread prices is a matter of large importance to this great group of people.

"With market prices of ingredients in a typical pound loaf of white bread two-thirds of a cent lower than in April, 1937, and the national average retail price of a pound of white bread one-third of a cent higher, the gross margin between bakers' replacement cost of bread ingredients and the selling price of bread is a full cent greater now than at the same time in 1937...

"Changes in labor costs and in taxes during recent months do not appear to explain the need for the increase in the margin of white bread."

Pointing to the fact that for 10 months the average price of white bread has remained steady, Mr. Montgomery charges: "In a period of restricted employment and earning power, stabilized bread prices undoubtedly work real hardship upon city and farm families... To farmers who grow wheat used in commercial bread flour, the high margins now in effect work adversely in two directions: They receive a much reduced price for their wheat, and still pay a top price for bread."

STRETCH YOUR ORANGE DOLLAR

Economy in orange buying is a problem of many consumers, but for those who have the ready cash there is no better way of stretching their orange dollar than by purchasing them by bulk.

For consumers who use oranges in large quantities but want to make every penny count, the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, offers this advice:

"Go to market, select a crate of the type orange you need for your purpose, and cut open a couple of oranges from that crate. If they are the kind of orange you want, buy the crate or half a crate. You may get even twice as

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WASHINGTON, D.C.

Volume I, No. 6

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many oranges-or better quality--for your orange money this way, rather than buying a half dozen or so at a time.

"If your storage space is small or your purse too small to afford a whole or a half a crate at a time, you may be able to 'go halves' with another family. Work out your own system for taking advantage of quantity buying, to avoid the high cost and many individual gambles of small purchases."

BEFORE YOU BUY SHEETS--READ THIS

In Cincinnati lives a consumer who knows now that you can't rely on prices to tell you the best quality product.

This careful consumer selected 9 sheets. She sent all of them to a professional laboratory to be tested for quality. Then she asked some salespeople and some other consumers to test the same sheets.

Results stacked up like this: The most expensive sheet rated top quality with the salespeople, fifth quality with consumers, and THIRD quality with the laboratory. One of the least expensive sheets rated fifth quality with the salespeople, fourth quality with consumers, but TOP quality with the experts in the laboratory.

Wise consumers, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, ask for this label information when they buy sheets: (1) minimum tensile strength of warp and filling; (2) minimum thread count of warp and filling (the higher the thread count, the finer the fabric); (3) maximum percentage of sizing in the fabric; (4) weight in ounces per square yard of fabric; (5) size of unhemmed and hemmed sheet; and (6) whether the sheet is a "first" or a "second."

More information about sheets can be secured by writing to the Superintendent of Documents, Washington, D. C., for U. S. Bulletin No. 1765 titled "Guides for Buying Sheets, Blankets, Bath Towels." The price is 5 cents.

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . WASHINGTON, D.C.

Volume I, No. 7 June 6, 1937.

ON THE SPOT

Amateur spot removers who rid a fabric of one spot only to discover that the operation has left a ring around the spot should learn 5 simple rules for avoiding rings when doctoring spots at home, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Agricultural Adjustment Administration.

1. Use light strokes, working from outside stain to center, and spread or "feather" the liquid into the fabric surrounding the treated section until there is no definite edge where the material dries.
2. Do not use too much cleaner at a time.
3. Blow on stain when working. Brush material with a dry rag. Finish drying process by hanging material in stiff breeze or before electric fan.
4. Use the same type of material for sponge as the stained material.
5. Work rapidly but get all the stain out.

To make water rings disappear:

1. Turn material right side up and rub edge of the ring lightly with fingernail, edge of spoon or coin, or rub material between two hands.
2. Steam out. Put a small quantity of water in a teakettle, tie a piece of cheesecloth over the spout. Allow water to come to boil. Hold ringed spot over the spout until it is moist. Shake dry, and press.

BUYING POTS AND PANS

Buying pots and pans becomes risky business unless you know first, what you want and, second, how to buy it. Decide which type best suits your purse and your kitchen needs, and then, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, buy the one which meets these standards of construction:

Firm, well-balanced, and strongly riveted or welded, those with flat bottoms that cover the entire burner and with sides that go straight up and down are most efficient. Well-rounded corners and edges, smooth rims without crevices, and seamless, simply designed utensils prevent harboring of dirt and food.

Handles should be firmly fastened or welded, immune to heat, and placed at a comfortable angle. Long ones over-balance the pan; short ones result in painful burns. Welded spouts mean fewer excess edges to collect dirt, but riveted ones are cheaper and, if well-constructed, meet ordinary demands.

Covers should fit perfectly, should not be warped, and should be heavy enough to rest securely.

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WASHINGTON, D C.

Volume I, No. 7

June 6, 1937

SAVING SALMON PENNIES

When you shop for salmon, remember that there is little difference in food value between one species and another, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Deep-colored salmon,"according to some authorities, "may have more Vitamin A than the paler kinds." Aside from this possibility, nutritive values are much the same in all species, and on this score price is no index of better values.

"Chinook salmon is generally considered the aristocrat of the tribe. It is best when caught in the spring (labeled 'Spring' or 'Fancy').

"Red salmon, second in price, sometimes is much less expensive than Chinook. Coho Salmon usually sells for a few cents less than the Red brand. Pink Salmon ranks fourth in price but outnumbers all the other clans in abundance. Cheapest of all is Chum Salmon, recognized by many as "Dog Salmon.

"Labels titled 'Alaska Salmon' or 'Columbia River Salmon' are meaningless in indicating price or grade of the fish. They merely tell where the salmon may have been caught."

FOLLOW THE CHICKEN CALENDAR

If you are after the most for your money when you buy a broiler, roaster, fryer, stewer, or capon, look to the calendar as well as the market, writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

Chickens--like fruits and vegetables--have their seasons when different sized chickens are most plentiful and therefore cheaper.

Here's a time table to tell you when each kind of chicken is usually most plentiful on city markets:

January	Stewers, roasters, capons
February	Stewers, capons
March	Stewers
April	Stewers
May	Stewers, broilers
June	Stewers, broilers
July	Broilers, fryers
August	Broilers, fryers
September	Fryers, roasters
October	Fryers, roasters, stewers
November	Roasters, stewers
December	Roasters, stewers, capons

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . WASHINGTON, D.C.

Volume I, No. 8 June 13, 1938.

CONSUMERS' COUNSEL PRAISES WEIGHTS AND MEASURES OFFICIALS

Work of weights and measures officials--"frontline guardians of consumers' pocketbooks and of the honest merchant"--brought high praise from D.E. Montgomery, Consumers' Counsel of the AAA, recently when he announced the first results of a nationwide survey of weights and measures administration he is making.

Speaking before the 28th National Conference on Weights and Measures in Washington, the Consumers' Counsel told of the activities of "county sealers" in 13 of California's 58 counties. Said he: "California sealers surveyed showed that when scales used mainly in weighing out foods were examined for accuracy from 1 to 6 out of every 10 needed adjustment. From 2 to 8 (depending on the county) of scales used for weighing people were inaccurate. In one county 127 prescription scales were condemned for repair and 7 were confiscated because they were beyond repair.

"Gasoline and lubricating oil pumps revealed inaccuracies. In 3 counties, more than a quarter of the gauges on these pumps were found to be recording inaccurate quantities.

"Most people take for granted that milk bottles always contain a full quart, but in one county in California, 40,000 milk bottles were confiscated because they short-measured consumers.

"Officials in another county found 35 out of 250 loads of coal checked were short weight. In the same county, 7,000 packages of goods were weighed by officials, and close to a third were short weight."

"We are discovering many localities in this country where there is little or no weights and measures protection, and great public indifference to its importance," Mr. Montgomery continued. "We are also finding some offices showing tremendous activity on very small and inadequate funds. One of our prime reasons for making this survey is to impress upon consumers everywhere the dollar-and-cents value to them of Weights and Measures Departments with adequate equipment, adequate financial backing, and a staff sufficient to take care of the job."

SNARE THE FLY

Snaring the pesky fly before it reaches your dinner table is best done by promoting neighborhood campaigns, and by protecting your windows and doors with closely meshed screens to keep this unwelcome intruder on the outside.

Turn to the old-fashioned swatters if flies get inside and try these two homemade remedies, too, suggests the CONSUMERS' GUIDE, publication of the Consumers'

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WASHINGTON, D.C.

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Counsel Division of the AAA:

(1) To lure the fly: Mix 3 teaspoonfuls of commercial formalin with a pint of milk or water and sweeten it with a little brown sugar. Or soak a piece of bread in a formalin milk solution for just as effective results. Either of these can be placed around the room in saucers after all other liquids have been removed. Darkening the room except for the one window on which the saucer is placed will attract the flies.

(2) To spray the fly: Make a spray preparation by soaking 1 1/2 pounds of pyrethrum flowers in a gallon of kerosene for 2 days, then straining off the liquid. Care should be taken not to use any spray containing kerosene near flames. Before spraying, close all doors and windows for 5 or 10 minutes while the room is filled with a fine mist of the insecticide. Remember that flies are not killed unless they are actually hit with the spray.

A BULGING CAN MEANS SPOILED CONTENTS

If you want to know whether the food inside of an unopened can has gone bad, "look for the bulge," advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"There is one good check on the condition of food in unopened cans--the telltale bulge at the ends which indicates spoiled food," the GUIDE says.

Spoiling food generates gases that exert pressure against the walls of the container, therefore curve the ends of the can outward. Ordinarily these end plates are flat across or slightly concave.

Your eye may not be sharp enough to see the bulges. Before you open any tin can, take it in your two hands and press at the same time on the top and bottom of it. If the tin yields much under this pressure, beware.

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CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . . WASHINGTON, D.C.

Volume I, No. 9 June 20, 1938

SCIENCE BLASTS ANOTHER KITCHEN MYTH

It's an old-fashioned superstition that open cans spoil food left standing in them.

"Scientists of the Department of Agriculture have disproved this taboo," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Agricultural Adjustment Administration. "They say that harmful changes in the food cannot result merely from leaving food in the can after opening."

Of course, you have to be as careful how you keep food in an open can just as you are with food in any other dish or container. Any food left standing at ordinary room temperature--whether it be in a can or dish--sooner or later will turn bad. For safety, all exposed food should be kept carefully in a refrigerator.

Many cans used commercially are made of thin steel sheets plated with tin. Experiments demonstrate that any amount of tin which might be found in food from a tin container would not be injurious to health.

Sea foods and acid foods such as fruits, berries, and tomatoes are generally packed in cans lined with a harmless enamel compound. This prevents corrosion and discoloration. Acid fruits and vegetables packed in uncoated cans may acquire a metallic taste, objectionable to some but not harmful to health.

LOOK BELOW THE CREAM LINE

Centuries of skimming cream from milk has given lots of consumers the false idea that cream is the only thing valuable in milk, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

When butterfat is removed from whole milk, the skim milk that remains contains a large proportion of the proteins, sugar, minerals, and Vitamins B and G that make the whole milk valuable. True, skim milk compared with whole milk is lower in fuel value, not so rich in flavor, and a poor source of Vitamin A. But add an ounce and a half of butter to a quart of skim milk and you will get the same food value as a quart of whole milk.

If you are not, for reasons of economy, buying an adequate supply of whole milk, at little expense you can safely use skim milk to increase your milk supply provided you make sure to get your Vitamins A and D from other foods or fish-liver oils.

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AN OUNCE OF PREVENTION

Fireproofing children's playsuits, kitchen curtains, ironing board covers--in short, anything that is exposed to flames in the home--is easy work for any amateur kitchen chemist, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

Agriculture Department experts have devised this formula for a good fireproofing solution:

7 ounces of borax
3 ounces of boric acid powder
2 quarts of hot water

The borax and boric acid are mixed with the heated water until a clear solution results.

This so-called "borate solution" is harmless and effective. Fabrics can be fireproofed by dipping them in the warm solution, wringing them out, and hanging them on the line to dry. Sprinkling them generously with the solution just before they are ironed with a moderately hot iron is also effective.

Putting a flame to a piece of treated fabric is the best test to see if it is completely fireproofed. The fireproofing process must be repeated if the fabric is washed, or exposed to the elements for any length of time.

DON'T BE FOOLED BY THE SIZE OF A PACKAGE

Remember you are interested in the quantity inside, not the size outside of a package of food, warns the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division, of the AAA.

"Before you buy, look at the label carefully. Find the printing that tells you how many ounces or pounds the package holds. All food packages sold from one State to another must be labeled to show their net contents. Most States require this, too, for food packed and sold within their State.

"If consumers were more careful each time they make a purchase of packaged food to look for the net weight of the contents, the size of the container would not mislead them.

"To know how much you're getting for your money, always compare the price per unit--ounce or pound--of the contents, not the price per package."

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . . WASHINGTON, D.C.

Volume I, No. 10 June 27, 1938

FOR WATERMELON EATERS

Thumping a watermelon isn't a dependable way of telling whether it is a good buy, warns the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA. "To be sure of a crispy, juicy melon, your best key is to plug the melon so that you can taste and see the flesh for your self.

"If you can't make this test, then look first at the skin and shape of the melon and then at its size. Ripe melons of good quality are usually firm, symmetrical, and of a good color--varying according to variety from gray to dark green. The fruit should have a bloom over the surface that gives the rind a velvety appearance. One that is fully ripe is yellowish white where it rested upon the ground. Decay can be spotted by discoloration and softening at either end, or by healed-over punctures which often extend into the flesh.

"The biggest melon is usually the best buy. Smaller ones give proportionately more rind than meat, and are likely to have a streak of white heart in them."

GOVERNMENT AID FOR CONSUMERS

If you want to know what the Government is doing to help consumers, get a copy of "Consumer Services of Government Agencies", an up-to-the-minute pocket manual of consumer information just issued by the Consumers' Counsel Division of the Agricultural Adjustment Administration.

Designed to "help consumers find their way among the various Federal agencies which have services of special interest to them," the booklet is an enlarged revision of a similar manual, "Sources of Information on Consumer Education and Organization," issued two years ago.

Within its pages are references to publications and activities of all Federal agencies whose work touches on consumers' interests. Thirty-two government departments, agencies, and bureaus are mentioned in the pamphlet, ranging from the National Youth Administration to the Bureau of Animal Industry in the Department of Agriculture.

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This bulletin "puts a handle on the door to many Federal agencies" for you. Get your copy today. It is free for the asking by writing: Consumers' Counsel Division, Agricultural Adjustment Administration, Department of Agriculture, Washington, D. C.

DO FISH AND MILK AGREE?

You won't end up with a case of indigestion if you eat fish and milk at the same meal and you can combine the two on your menu without fear of the consequences if each is strictly fresh, writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Agricultural Adjustment Administration.

It's an antiquated tale that fish and milk "don't agree". Here is what the GUIDE has to say about this food fallacy: "As long as the foods themselves--the milk or ice cream, the fish or oysters--are fresh and in good condition, you run no risk in combining them at the same meal. Fish chowder and oyster stews with milk are among New England's proudest gifts to the American culinary heritage. Fish baked in milk is the basis of some excellent recipes, too.

"Any foods which may safely be eaten separately may safely be eaten together," flatly declares one of the greatest nutrition authorities."

BUY POULTRY BY GOVERNMENT GRADE

Ask for U. S. Government-graded poultry if you want to know what quality you are getting for your money when you buy dressed chickens, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Agricultural Adjustment Administration.

Quality grading of poultry is not required by the Government, but any wholesaler or producer can ask to have his chickens or turkeys inspected for quality by official graders. This service costs only a fraction of a cent a bird. Consumers' chances for getting Government-graded poultry depend largely on whether they ask for it every time they make a purchase.

There are 4 quality grades: U.S. Special or Grade AA. The few chickens that meet this grade are often included in the second grade. U.S. Prime or Grade A. About 60 percent of all poultry graded measures up to this standard. U.S. Choice or Grade B is sufficiently good in quality to be acceptable for families whose budgets are tight. U.S. Commercial or Grade C, not economical unless purchased at a very low price, is very skimpy in flesh on the carcass.

Government inspectors tag every chicken that goes through their hands with the designated grade.

CONSUMER NOTES

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . WASHINGTON, D.C.

Volume I, No. 11 July 4, 1938

WATCH YOUR SCALES

Weighing needs watching from both sides of the counter if honest dealers are to be protected and consumers are to get full measure, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division, AAA.

Here are 5 things for consumers to watch when their purchases are weighed:

1. Make sure that the scale registers exactly zero before the food is weighed.

2. See that the pointer comes to a complete stop on the scales and does not waver back and forth, before the food is removed from the scales.

3. Don't let any hands rest on the scales that is measuring your food.

4. If the food you are buying is wrapped in a cardboard box or other type of container, be sure that the weight of the container is not included in what you pay for.

5. Finally, learn if there is a weights and measures inspector in your community. If there is, ask your groceryman to show you the official seal on his scales which certifies it is accurate.

WHEN YOU PARK YOUR MEAT

Don't let your refrigerator get over 47 degrees Fahrenheit if you want to keep meat--cooked or uncooked --free from spoilage, advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Agricultural Adjustment Administration.

"Poor refrigeration accounts for most spoilage of meat. Not only is the spoilage expensive; it is a ready source of food poisoning and in some instances can result in acute injury to health," the publication says.

Remove the wrapper promptly from fresh meat when you bring it home and place it on a clean platter or in a pan. If covered at all, lay a piece of clean waxed or oiled paper over it loosely.

Cooked meat should not be kept unused in the refrigerator for any length of time. Ground cooked meats are easy victims of contamination, and should be used as soon as they are ground.

Cover cooked meat loosely with oiled paper to prevent its drying out.

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BUYING HINTS FOR PRUNE EATERS

Prune eaters get more prune pulp per pound if they choose large rather than small prunes, but, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, they should compare prices before they decide to buy.

If there is a great difference in the price of the two sizes, you may be able to get more prune pulp and less pit for each penny outlay for small prunes than you will for the large-sized ones.

Thus, if very large prunes are selling at 35 cents a pound, they are three times as expensive in the actual cost of prune pulp as small prunes at 10 cents a pound. There is no difference in the taste of the two sizes.

Remember, however, that you get more seeds in proportion to pulp in small prunes than you do in the large ones.

If you want to eat prunes raw, ask for those labeled "moisture added." The dry fruit will be a better investment if you plan to soak and cook the prunes.

TO TRAP THE COCKROACH

Tracking a cockroach to his lair and trapping him there with poison is the best way of getting rid of this household pest, writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Agricultural Adjustment Administration.

Department of Agriculture experts suggest these steps to eliminate the unwelcome guest from the kitchen:

1. Seek out his hiding place near the sink, around cabinets and pipes, behind radiators and under baseboards or the trim on doors and windows. Turning on a light suddenly at night when the roaches are enjoying their nocturnal meals will usually reveal their hiding places as they run for shelter.

2. Fill as many openings as possible with putty, plastic wood, or plaster of parris.

3. Make a mixture of kerosene oil and pyrethrum extract, and spray it into the cockroaches' hiding places. The insects must be hit with the spray to make it effective.

4. Sprinkle the hiding places with sodium fluoride powder, or pyrethrum powder. This can be sprinkled by hand or can be blown into the hiding places with a small duster. You might have to apply the powder 2 or 3 times in intervals of a week to make it effective. Let it remain on the floor for 3 days before sweeping it up.

Sodium fluoride powder is poisonous to man if taken internally in large quantities, so it should be kept away from food, and out of reach of children and pets.

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . WASHINGTON, D.C.

Volume I, No. 12 July 11, 1938

DID YOU EVER SEE THIS ON A CAN OF SHRIMP?

Nine out of every 10 cans and bottles of shrimp bear these words on their label: "Production Supervised by the U. S. Food and Drug Administration."

That's consumers' guarantee that the shrimp is safe to eat, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, Washington.

Products with this statement on the label come from packing plants where a Federal inspector has examined not only the shrimp itself but the way it is handled, and the cleanliness of the workers and machinery used in packing it.

Federal shrimp inspectors are Civil Service appointees. They must be college graduates with scientific training. A force of 57 inspectors supervises factories in Texas, Louisiana, Alabama, Georgia, and Florida. The Food and Drug Administration also maintains in New Orleans a chemical and bacteriological laboratory to detect defections that might escape the unaided eyes of inspectors.

No law requires that shrimp packers submit to United States inspection. They do this voluntarily. Packers of other sea foods could, if they wished, avail themselves of these inspection services. To date no other packers have done so.

SHOES SOAKED? HERE'S THE REMEDY

When leather in shoes, suitcases, handbags, and such articles, gets a good soaking, first wash it clean, oil it well, stuff the article to preserve its shape, and then let the leather dry slowly, recommends the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, Washington, D. C.

"Never let leather dry too quickly. The best quality leather can turn hard and stiff by exposing it when wet to heat hotter than the hand can stand.

"Oils and fats rubbed into leather are what keep it supple and preserve its life. In time these are bound to dry out. That's why experts recommend that you shine your shoes often, not just for appearance sake, but to preserve the leather. The life of a suitcase can be prolonged, too, with a castor oil massage. Oiling also tends to make leather more water-proof."

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COOKING IN ALUMINUM PANS IS SAFE

Aluminum that may dissolve in minute amounts when you are cooking food in aluminum pans won't hurt you says the CONSUMERS' GUIDE, published by the Consumers' Counsel Division of the AAA.

Here's what the GUIDE has to say about it:

"Hundreds of hospital kitchens are equipped with aluminum vessels. If aluminum in foods were poisonous and a cause of cancer, most of us would be in a bad way.

"An aluminum-free diet is almost impossible to prepare. The earth's crust contains about 8 percent aluminum. Anyway, experiment has shown that the body rids itself of 99.9 percent of the aluminum it takes in with its food. Traces of aluminum do not harm the body.

"Tomatoes may brighten or spinach darken your aluminum pans, but you don't need to worry about its doing anything damaging to your health."

WASH DAY BLUES

Expert bluing of clothes means knowing how to use the various types of soluble and insoluble bluings available on the market for home laundresses.

CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, gives these rules to get best results:

"Soluble powder bluing should be dissolved in a small quantity of water and then added drop by drop to the tub of clear water.

"Put ball or block bluing into a canton flannel bag, or similar material, and move it through the tub of cold water until the desired shade is produced.

"Insoluble powder bluing should be made into a paste before being added to water.

"Don't let the bluing water stand for any length of time before using it. Test it by dipping a small garment in it or holding a small amount of the liquid in the palm of the hand.

"Heavy fabrics require more bluing than others. Treat only a few garments at one time, and never allow clothing to remain in the tub while the bluing water is being run off.

"Overblued clothes can be whitened by pouring boiling water over them, or by boiling for a few minutes."

CONSUMER NOTES

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . . WASHINGTON, D.C.

Volume I, No. 13 July 18, 1938

A TEST FOR TOOTH PASTE

If you want to be sure that your favorite tooth paste or powder won't scratch the enamel of your teeth, try this simple test suggested by the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division, of the AAA:

Place a small amount of the powder or paste on a non-corrosive microscope slide (obtainable at small cost from any store selling scientific apparatus) and rub it with a 5-cent coin. Ordinary window glass, free of scratches may be used, but will not give as reliable results.

Wash the glass after it has been rubbed and hold it up to the light at different angles. Any scratches left by the tooth paste or powder will be readily seen, indicating that the dentifrice contains a noticeable amount of abrasive.

KEEP YOUR CREAM PUFFS COOL

Don't expose salad dressings, custards, or cream puffs to the heat during the summer months if you want to avoid food poisoning, warns the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

Bacteria thrive on heat and can be a dangerous source of contamination. Last year the Food and Drug Administration tracked down almost 70 cases of dangerous food poisonings, 6 of which were small epidemics due to careless handling of food.

If you purchase any custard or cream products place them in the refrigerator immediately and use them the first day of purchase. Pie and pudding fillings should be rapidly cooled to a temperature of 45 degrees F. or below. Home-made pastries, salad dressings, salads, sandwiches, picnic foods should all be kept in the refrigerator until they are used.

Put cooked leftovers made with milk, eggs, meat, or fish, in dry, covered dishes and place them in the refrigerator immediately. For best protection, reheat or boil them again before using.

Discard immediately any foods with a suspicious odor, taste, or appearance. These are danger signals to warn you against possible serious results.

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WASHINGTON, D. C.

Volume I, No. 13

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SAVING ON YOUR MILK BILLS

It's not necessary to drink fluid milk alone to get all the food value contained in a bottle of milk, writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA. Other milk products can be just as nutritious and, in some cases, cheaper than pure milk.

The GUIDE lists these substitute forms, any one of which has the same food value as a quart of whole milk. Compare their cost with the price of a quart of whole milk in your city, and then decide whether you can save money by putting them on your family menu.

17 ounces evaporated milk
5 " American Cheddar cheese
1 quart fluid skim milk and $1\frac{1}{2}$ ounces butter
$4\frac{1}{2}$ ounces dried whole milk
$3\frac{1}{2}$ " dried skim milk and $1\frac{1}{2}$ ounces butter

In any case, remember that adults should get a pint of milk or its equivalent a day, and that children should get a quart of milk or its equivalent every day.

GRASS STAINS CAN BE REMOVED

Spotless white summer garments streaked with grass stain after a summer outing in the country can be made white again if treated correctly by the home cleaner.

Here's what CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, recommends for stains from grass, dandelions, and other foliage:

For washable materials: Use plenty of hot water and soap, rubbing the stain vigorously. If there is any stain left on white cotton or linen, bleach it out with Javelle water or potassium permanganate.

Javelle water is made by dissolving $\frac{1}{2}$ pound of washing soda in a quart of cold water, then adding $\frac{1}{4}$ pound of chloride of lime. Filter the solution to remove the sediment. When applying it stretch the stained fabric over a bowl of water and apply the fluid with a medicine dropper.

Potassium permanganate can be purchased in the drug store in crystal form. Make a solution by dissolving a teaspoonful of the crystals in a pint of water. Mark it poison and be sure you keep it out of reach of children. Apply the solution to the stain with a medicine dropper. Neutralize both these solutions after application with oxalic acid and rinse the material thoroughly.

On all other fabrics except acetate rayon, use ether, or wood or denatured alcohol, placing a soft pad or towel under the garment when cleaning. Test the alcohol on an unexposed portion of colored garments before using, since it affects some dyes.

CONSUMER NOTES

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . WASHINGTON, D.C.

Volume I, No. 14 July 25, 1938

WORK HARD? KEEP YOUR DIET BALANCED

Stick to a balanced diet if you want to insure yourself plenty of reserve energy when your job calls for heavy physical work, writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Don't overload your diet with too much meat because you think it will give you more energy to work with," the GUIDE says.

"Meat gives us chiefly proteins, for rebuilding tissues of the body destroyed by daily wear and tear. We can't get along without proteins, but as energy fuels they are expensive. Sugars and carbohydrates are the cheapest energy fuels. But don't overdo them either. Scientists warn us that unbalancing the diet is a sure way to undermining health. A healthy body is the best foundation for strenuous work or play."

Department of Agriculture experts have drawn up two weekly diets, one for the moderately active man, and the other for the very active man. Both diets provide adequate nourishment at a moderate cost. Here's how the two weekly diets compare:

	Moderately active man	Very active man
Milk	3½ qts.	3½ qts.
Potatoes & Sweetpotatoes	3 lbs.	6 lb.12 oz.
Tomatoes (fresh or canned) & citrus fruit	2 lbs.	2 lbs.
Leafy, green, and yellow vegetables	2 lbs.	2 lbs.
Dried beans & peas, peanut butter & nuts	8 oz.	12 oz.
Dried fruits	12 oz.	12 oz.
Other vegetables & fruits	5 lbs.8 oz.	5 lbs.8 oz.
Eggs	3	3
Lean meat, poultry, & fish	2 lbs.8 oz.	3 lbs.
Flour & cereals (including cornmeal, rice, macaroni, spaghetti, white & whole-grain breads)	4 lbs.	5 lbs.8 oz.
Fats, butter, margarines, lard, oil, vegetable shortening, salt pork, & bacon	1 lb. 2 oz.	1 lb. 8 oz.
Sugar, jellies, jams, honey, sirups, & molasses	1 lb.	2 lbs. 4 oz.

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WASHINGTON, D. C.

Volume I, No. 14

July 25, 1938

EGG RULE NO. 1: KEEP THEM COOL

Eggs won't stay fresh long if you leave them on the kitchen table or if your groceryman stores them in his sunny show window.

"When you buy eggs, watch where your grocer goes to get them for you," advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA. "If he gets them from the refrigerator, fine. But if he takes them from his shelves, or the counter, or the show window, beware. Highest grade eggs, kept under these conditions for only a few days, soon drop to lowest grade.

"Be wary of using eggs that haven't been kept in the refrigerator, either in the store or at home. They are a perishable delicacy and deteriorate rapidly in warm surroundings.

"Remember, too, that egg shells are not made of flint. They are porous and absorb odors and flavors easily. If left too close to your grocer's apples or onions, they are liable to acquire an apple or an onion flavor."

SPOTTING A PURE CASTILE SOAP

Don't take it for granted that you are getting a pure olive oil soap because the name "castile" is printed on the label, cautions the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Agricultural Adjustment Administration.

There are some soaps on the market today that are sold as castiles solely because they are intended for personal use. Many of them contain no olive oil whatsoever.

A pure olive oil castile soap is one of the mildest and purest soaps on the market. Those that are made only of olive oil and an alkali say so on the label so that consumers will know what they are buying.

The Bureau of Standards says this about castile soap: "The name now represents a type of soap, the term 'castile' being applied to a soap intended for toilet or household use...There are soaps made entirely from cocoanut oil which are sold as cocoanut castiles. Many other castiles are made from a mixture of cocoanut oil and tallow."

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . . WASHINGTON, D.C.

Volume I, No. 15 August 1, 1938

HOW MUCH AIR IN YOUR ICE CREAM?

Weigh your ice cream purchases if you want to know how much surplus air you are buying at ice cream prices, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Agricultural Adjustment Administration.

"Most ice creams are from one-third to one-half air, but in low quality ones you may be getting more air than ice cream.

"When the Government buys, it insists on a minimum of $4\frac{1}{2}$ pounds of ice cream to the gallon. If you follow this standard used by the Government in its own purchases, your quart of ice cream should tip the scales at one pound, 2 ounces; if you buy by the pint, it should weigh 9 ounces."

DO YOU LIKE YOUR BREAD SLICED?

Are you one of those consumers who prefer unsliced bread but, like Mr. Milquetoast, you're too shy to demand it?

"Sliced bread is undoubtedly a convenience, but it has its disadvantages," says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Agricultural Adjustment Administration. "It dries out more quickly, and is more likely to become moldy, both because a greater surface is exposed to moisture and air, and because of the possibility of becoming contaminated by the slicing machine.

"If you prefer unsliced bread, forget your shyness and let your baker know. Merchants have to do a lot of guessing about consumer 'demand' for services because consumers don't speak up for themselves. When merchants guess wrong, consumers have to 'take it or leave it'. A wiser way is to tell your baker or merchant what you want from them. Don't leave it to your pennies to do all the talking."

HINTS FOR BATH TOWEL BUYERS

Bath towels with lots of soft pile that is not too tightly twisted into loops will give you the best service in absorption and drying power, writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Agricultural Adjustment Administration.

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WASHINGTON, D. C.

Volume I, No. 15

August 1, 1938

"Softness and fluffiness in a new towel are some indication of its absorptive power because they mean that the yarns are not too tightly twisted and that there is a generous amount of pile," declares the GUIDE. "For good wear, however, you will find towels with tightly twisted yarns more satisfactory. Loops about an eighth of an inch long have been found by experts to meet most requirements.

"Look beneath the pile to the foundation cloth of the towel to find out how durably it is constructed. The loops should lie close together and should be securely bound into a firm fabric. Pull the towel between your tightly compressed thumb and finger to see whether the pile stays in place.

"Selvages take a large share of bath towel wear. See that all rough edges are turned under, and the threads bound in. The corners should also be securely fastened. A one-fourth of an inch turn-in is satisfactory for a towel with a plain border, while a deeper hem is desired for one that is all terry fabric.

"As for size, you will save money on original outlay and laundry bills if you don't let the urge for bigness guide you. Towels larger than 24 by 48 are luxuries; 22 by 44 are better. For children, buy the 16 by 30 or the 18 by 36 sizes.

BE SURE YOUR FISH IS FRESH

Don't buy fish -- no matter at what savings -- which you suspect of being tainted or which has a suspicious odor, advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Be sure that the flesh is firm and rigid and does not yield to pressure of the finger," says the GUIDE. "If a whole fish is being bought, the eyes should be bright and not sunken; the gills should be free from great discoloration or suspicious odor; the scales should cling to the skin and not come off too easily."

When you get the fish home, put it immediately in the refrigerator and keep it there until you are ready to use it. Wrap it well in waterproof paper before it goes into the refrigerator.

Frozen fish kept in cold storage will keep in good condition for months until it is sold. New quick-freezing processes retain much of the flavor and quality of the fish.

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . . WASHINGTON, D.C.

Volume I, No. 16 August 8, 1938

KITCHEN TEST FOR FRESH EGGS

Next time you suspect your eggs aren't as fresh as they might be, try this test suggested by the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the A.A.A.:

Open the shell of the egg carefully and put the egg gently on a plate. Notice the yolk. If it remains firm, small, and upstanding, good. But if it spreads out or breaks for no apparent reason, take warning. The white also should be firm. If it looks weak and watery, you can be sure you haven't bought a fresh egg.

The old-fashioned test of freshness, by putting the egg in a pan of water without breaking it, is fairly reliable, though not always a certain check. A fresh egg should sink to the bottom of the pan immediately. If the heavy end rises above the small end, the egg's freshness is doubtful, while if the egg floats on top of the water, it is probably completely bad.

Small clots of blood in the white can be removed without hurting the egg. If the white is discolored, or if there is a bad odor to the egg, don't use it.

Of course, your best protection always is to ask for U. S. Government graded eggs and note the date of inspection which you will find on the grade certificate or grade seal on the retail package.

IS IT LINEN OR COTTON?

Try the "burning test" if you want to know definitely whether its pure linen or cotton that you've bought, advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Agricultural Adjustment Administration.

Touch a light to a few threads of the fabric. If it blazes up quickly, it's cotton. If it smoulders slowly away, you've purchased linen.

Notice a thread of the fabric after it is broken. A cotton thread goes limp and its ends spread out in all directions. Linen threads stay somewhat erect and the fibers cling together when a thread is snapped.

The oil test is O.K. if you're comparing pure cotton with pure linen. A drop of glycerine on cotton leaves an opaque stain. You can see through the spot left by a drop of glycerine on linen.

The time-honored water test is no longer recommended. Water applied with the tip of the finger to linen goes right through the fabric. However, today cottons are treated so that they, too, absorb water quickly.

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WASHINGTON, D. C.

Volume I, No. 16

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BUYING A KITCHEN TABLE?

Kitchen workers 5 feet 5 inches tall--the height of the average housewife--will find it easiest to work at kitchen tables measuring 32 inches from top to floor.

Scientific research, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Agricultural Adjustment Administration, shows that this is the ideal height for a work table used by "Mrs. Average Housewife".

However, those shorter or taller usually find they are best suited by a table falling anywhere between 30 and 33 inches high.

For sit-down tasks--sewing or any other work that can be done while sitting--a low table, 24 inches high, is a boon to the "average housewife". Best height for the companion chair is 16 inches, while the seat should be at least 14 inches wide for most comfort.

A lightweight table is better than a heavy one, declares the GUIDE. It makes it just that much easier to shift the table about the kitchen.

COMPARE PRICES BEFORE YOU BUY CHICKENS

Some chickens have more edible meat on them than others. If the tenderness of the chicken is less important than the nourishment you'll get, you can save money by learning how much edible meat usually comes on each kind of bird, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the A.A.A.

No absolute measurements of the amount of edible meat you are sure to get from each kind of chicken have been worked out, declares the GUIDE, but one experimenter has figured these percentages in relation to the weight of the <u>dressed</u> birds:

Broilers.....	between 56 and 60 per cent edible
Fryers.....	" 63 " 67 " " "
Roasters.....	" 62 " 64 " " "
Hens.....	about 71 percent edible.

"Don't confuse dressed poultry with drawn chickens. Only the feathers have been removed from 'dressed' fowl, while head, feet, and entrails have been removed from the 'drawn chickens'.

"Of course, these birds sell at varying prices. To find out how much edible meat on each kind will cost, you must figure in the price per pound of dressed weight. This takes some arithmetic.

"Suppose dressed roasters are selling at 36 cents a pound and hens at 32 cents a pound. To figure the cost of a pound of edible meat from the roaster divide 36 cents by 63 (an average of the percentages given above for roasters). Multiply the result by 100. That gives you 59 cents as the price you really pay for a pound of edible meat. For the edible meat from the hen, divide 32 cents by 71, and multiply the result by 100. That's 45 cents.

At these prices, then, it is obvious you will get a pound of edible meat cheaper if you buy a hen."

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . .WASHINGTON, D.C.

Volume I, No. 17 August 15, 1938

BUYING BEDSPREADS

If you're looking for durability and good wear in a bedspread, buy one with a firmly and evenly woven fabric of smooth regular yarns, advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the A.A.A.

Spreads made of heavy yarns in the warp and fine yarns in the filling, or with uneven, lumpy yarns to form the design may be "appealingly different", but they won't last very long.

Test the firmness of the weave by pulling the material and noticing whether each yarn stays in place. Thin spots and even ugly holes are the price of purchasing sleazy loosely woven materials.

Examine the finish of the spread. The fewer the seams the better, both for neatness and durability. If there are seams, they should be deep enough to hold well. Hems stitched with 14 stitches to an inch are a guarantee against poor wear. Back stitching at the end prevents raveling. A good embroidered scallop finish has stitching deep and close enough together to hold all raw edges in place.

You can tell if the ends of the spread are cut straight by noticing whether they are parallel to one of the crosswise threads in the fabric.

Decide whether or not you want to cover the pillows of your bed before you select the size of the spread. Those 108 or 114 inches long will stretch over the pillows on a double bed and leave plenty room for a "tuck-in".

DON'T OVER-CHILL POTATOES

Keep your potatoes out of the refrigerator if you want them to retain their best cooking qualities, recommends the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the A.A.A.

"When potato-chip manufacturers wanted to find out whether the temperature at which potatoes were stored had any effect on their cooking quality, the scientists in the U. S. Department of Agriculture made some tests. These scientists found that potatoes stored at temperatures of 60 to 70 degrees yielded good chips, while those stored at lower temperatures were unsatisfactory.

"This rule holds good for French fried and baked potatoes as well as potato chips. Good practice for consumers is to store potatoes at room temperature, avoiding extremes of hot and cold. Also, if you plan to store potatoes for any length of time, keep them in a dark place. Left in the light, they tend to become green."

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WASHINGTON, D. C.

Volume I, No. 16

August 8, 1938

DO YOU BUY "DATED" MILK?

"Dated" milk bottles signify little to consumers who don't know what the date printed on the milk cap means.

"Dates can refer to the day the milk was produced, pasteurized, or bottled," says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the A.A.A. "In some cities it is the time after which milk is not to be sold. There is wide variation in State and municipal requirements as to what information, if any, must be printed on milk bottle caps.

"If your milk is dated and if you don't know what the date means, you can find out by asking your milkman, calling your dairy, or getting in touch with your local health officer. Health departments of State and city governments, as a general rule, enforce all laws and ordinances having to do with your milk supply. Learning what the date means helps you to check the freshness of the milk you buy.

GOOD GELATINS ARE (1) ODORLESS, (2) TRANSPARENT

The best way to spot a good gelatin, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Agricultural Adjustment Administration, is to notice first, whether it has any odor, and, second, whether it is transparent.

"The housewife can be sure she is using a good product if the jell she makes with the gelatin powder is practically odorless, and transparent," writes the GUIDE.

"Most gelatin factories today take care that their gelatin products leave their hands in a sanitary condition. Gelatins that go bad soon decompose and show signs of contamination.

"After you prepare a gelatin dish, put it in the refrigerator until you are ready to use it. Test it for bad odors while it is still hot, however.

"Finally, remember that gelatins can be high-strength or low-strength; a small quantity of one brand might make as strong a jell as a large amount of another. Only by household tests can the housewife learn on which brand her pennies will go furtherest."

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . . WASHINGTON, D.C.

Volume I, No. 18 August 22, 1938

WHEN YOU SHOP FOR VITAMIN C

Cup for cup, freshly squeezed orange juice will give you at least twice as much Vitamin C as fresh or canned tomato juice, but dime for dime you may be able to buy the same amount of Vitamin C from tomatoes as from oranges. It all depends on how much oranges and tomatoes cost which proves the cheaper source of this essential vitamin, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Don't chisel on your daily supply of Vitamin C," warns the GUIDE. "You need some every day, since your body can't store up this Vitamin as it can Vitamin A. Researchers have found that lack of Vitamin C in the diet is definitely connected with tooth and gum troubles, including pyorrhea. Active young people, especially, need a daily quota of Vitamin C for insurance against too-easy tiredness, lack of pep, as well as too many sessions with the dentist.

"Orange juice is an exceptionally good source of Vitamin C. Tomatoes are a good source, too, as are all growing parts of plants, especially the green leaves.

"When you figure the relative cost of Vitamin C in orange and tomato juices, remember it takes at least 2 cups of tomato juice to give you the amount of Vitamin C you get in one cup of orange juice.

"Don't get into the habit of letting either juice stand for hours before drinking it. They may lose an appreciable quantity of Vitamin C if they are allowed to stand even in the refrigerator."

ARE YOU A HOME CANNER?

Home canners who go in for preserving on a small scale should use glass jars instead of tin cans, says the CONSUMERS' GUIDE, published by the Consumers' Counsel Division of the AAA.

"Initial outlay will be greater for glass jars, but they can be used year after year without replacement. Tin cans on the other hand, are cheaper, but their lives are usually limited to a comparative few years of use. Some can sealers provide for removing the lid in such a way that the can may be used a number of times. To the cost of tin cans must be added the expense of a sealer. A good rule is to use tin cans only if you stack your shelves with hundreds of quarts of canned vegetables and fruits every year, or if you pool your operations with your neighbors.

"There is one big advantage to tin cans: You can get more of them in the canner at one time, and they are easier to handle and store than jars. Most efficient sizes are Nos. 2, 2½, and 3. Those with paper gaskets have a slight advantage over those with rubber composition gaskets.

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Volume I, No. 18

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"Glass jars that are cracked, chipped, or have air bubbles in the glass should be discarded. Be sure that the cap fits tightly and, if it is porcelain-lined, that it is not chipped. Sterilize them thoroughly each time you use them.

"Always buy high quality rubber rings to withstand the high temperatures. A simple test of elasticity in a rubber ring is to double the ring together and press the fold with the fingers to see whether it will crack. A good one will also stretch to twice its length and return without change of shape."

HOW MUCH SOAP DO YOU GET?

Big cakes of floating soap may have no more soap in them than smaller cakes of the non-floating variety, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Floating soaps contain a large amount of air in the form of thousands of tiny bubbles. That's why they float. Though floating soaps usually dissolve more rapidly, they sometimes make better suds than ordinary soaps.

"If you want to know whether ten cents buys as much soap when it is the floating kind and when it is not, weigh two ten-cent cakes. The cake that weighs the most has the most soap in it.

"Toilet soaps should be mild and free of excess alkalies which can roughen the skin. For a crude test to find out whether a soap is alkali-free, touch it to the tip of the tongue. A neutral soap will not bite or burn, indicating that it is free of excess alkali and is safe for skin and fine fabrics alike."

TIPS FOR BROCCOLI EATERS

You won't have much trouble converting your family to eating broccoli if you shy away from the over-mature vegetable when you go to market, writes the CONSUMERS' GUIDE, publication of Consumers' Counsel Division of AAA.

"Good broccoli has its buds closed," says the article. "If the color of the blossoms can be seen, you can be sure the broccoli has been growing too long and is likely to be tough and stringy. Of course, this does not mean that an occasional open blossom means over-maturity. It is when the whole plant is blossoming that the tenderness of the vegetable is gone.

"Also, yellow or damaged leaves may be a sign of toughness in the vegetable. Examine the leaves carefully to see that they are fresh and green to insure tenderness. The stems should be firm and tender, not stringy or tough.

"Finally, good quality broccoli comes to market fresh and is not left standing in a basket for several days before it is sold. It should be clean and not wilted or dry when purchased."

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . . WASHINGTON, D.C.

Volume I, No. 19 August 29, 1938

HAVE YOU A SCALE IN YOUR HOME?

Careful consumers not only count their change but also weigh their food purchases when they get home, writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Honest merchants welcome this kind of consumer vigilance. It helps them to maintain a high standard of accuracy when consumers know whether or not they get full measure every time they buy.

"First requisite for home weighers is an accurate scale. Be sure yours is correct before you complain against any short weighing you think you find. Some city sealers or Weights and Measures officials will test home scales without charge.

"To check the weight of goods in original packages, do this: Weigh the package with the food in it. This gives you gross weight. Then weigh the package or container without the food in it. Subtract this figure from the gross weight. This gives you net weight--the weight of the food that you've paid for. Check the label on the package to see whether it stated the weight correctly.

"Ask you butcher to deliver all the trimmings along with yourmeat purchases. You have paid for them, and without them you have no way to check the actual weight of what you've bought.

"If you discover a shortage in weight, complain just as hard about it as if you discovered a shortage in change.

"Keep your scales dry and clean."

DO YOU KNOW HOW TO BUY A BLANKET?

Bargains in blankets don't boomerang into wasted dollars for consumers who learn all they can about blankets before they buy. "Blanket labels that really mean something to the consumer," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, "should tell these things: amount of wool and cotton in the fabric; tensile strength (the pull which a blanket should be able to stand before tearing); weight of blanket (useful in comparing blankets of the same size and fiber content); and, finally, size of the blanket in inches.

"A good amateur method of judging the blanket's weave and construction is to hold it against the light. A well-constructed blanket has a uniform weave and no thin spots.

"This method also tells whether the contrasting borders, stripes, and plaids are all woven in the same direction as the rest of the blanket. Unsightly puckers and ripples may result from the first laundering of blankets with taut

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or over-full stripes and borders. Notice, too, if the ends of the blanket run parallel to the filling threads as you hold it up to the light. This will tell you if the blanket has been cut straight.

"The nap (fuzz) of the blanket should be uniformly distributed. Beware of thin spots in the foundation fabric where fibers might have been pulled loose to make the nap. Beware, also, of fuzz that pulls off easily.

"Good tensile strength of the blanket is a check against later thin spots. A reasonably sturdy blanket should have a tensile strength of 15 pounds per inch in the filling direction, and 25 pounds per inch in the direction of the warp.

"Bindings should be guaranteed not to shrink more or less than the blanket when laundered. They should be neatly finished and the threads well-fastened.

"Check width and length of the blanket against the size of your bed. An ample blanket makes for comfort and wear, with a few extra inches to allow for shrinkage.

"Finally, if labels on blankets don't give you all the information on construction and dimensions that you need, ask the sales clerk or the manager of the store before you invest your money. Keep asking until you are satisfied."

FOR WASHING MACHINE BUYERS

When you buy a washing machine look for a machine that is of solid and durable construction and has a tub that can be easily cared for, writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Porcelain enamel is used on most medium and good grade machines on the market today and has been found satisfactory," says the article. "Aluminum is also used and is durable, but is usually higher in price than most tubs of porcelain enamel. It requires additional care to keep it bright and clean. Nickel alloy and stainless steel are used in some higher priced machines. While these are all right for those who can afford them, they do not always give as good value--dollar for dollar--as lower priced machines. In addition, experts have found that the tubs are "too durable"; they wear much longer than the rest of the machine.

"A good cover should be rustproof and made of light material, such as steel, aluminum, or porcelain enamel. Highly polished ones help in retaining the heat of the water while those set in rubber reduce noise and vibration when the machine is in use.

"Many of the latest models are equipped with automatic drains. The hose permanently connected to the drain in the bottom of the tub, hooks over the side of the sink or laundry tub, and a motor-driven pump forces the water out of the tub. Most manufacturers make models with and without the pump. The pump adds about $10 to the cost of the machine.

"Watch out for sharp edges of metal on which fingers or clothing may be injured. All electrical connections and wires should be well-insulated and guaranteed.

"Finally, learn the capacity of the machine and buy the size that best fits your needs. Don't economize on a small one if your weekly wash is large. It will cost you more in the end."

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . . WASHINGTON, D.C.

VOLUME I, No. 20 September 5, 1938

LOAD YOUR REFRIGERATOR CAREFULLY

Warm days are working days for bacteria in food that is not properly refrigerated. Some foods must be kept colder than others to ward off bacteria attacks and contamination, writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Make temperature your guide in loading your refrigerator. Buy a small ice box thermometer and compare the temperatures in different parts of the refrigerator. Always keep the more perishable foods in the colder part of the interior.

"Milk, butter, broth, desserts, and milk dishes should go where temperature is lowest--no higher than 45 degrees F. Next come uncooked meats, poultry, and covered dishes for salad material in the second coldest spot--not over 47 degrees F. Berries and cooked meats should be in a temperature not over 48 degrees F. Cooked vegetables, eggs, fats, and leftovers can be safely left in a maximum temperature of 50 degrees, while most fresh fruits and vegetables can be kept at a maximum temperature of 52 degrees F."

WHEN YOU BUY ENAMELWARE

Be a hard realist about the pots and pans you buy when budgets are small, urges the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Buy enamelware that is smooth, without telltale myriads of little cracks on its surface.

"Pass up enamelware with an exposed base of air bubbles on the surface. These are sure signs of a badly made product.

"Don't buy an enamel pot or pan that is not rigid enough to resist pressure of the hands.

"High-grade enamelware, handled properly, gives long service and doesn't chip easily. Better grades also resist food acids and alkalies that often stain cheaper kinds.

"If your purse makes you buy cheaper grades of enamelware, handle them with care if you want to protect their surfaces from chipping or cracking. And don't take them from a hot stove and put them in your refrigerator to cool or douse them in cold water. Too rapid changes in temperature sometimes crack certain types of enamel.

"Never expose an empty enamel pan to a direct flame, and never allow a liquid in it to boil completely dry.

"Hot soapsuds are best for cleaning enamel pots. If they need a specially hard cleaning, you can scrub them with one of the less abrasive cleaning powders."

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WASHINGTON, D.C.

Volume I, No. 20

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TIPS ON STEAM PRESSURE CANNERS

Are you in the market for a steam pressure canner this year? Then buy the 18 quart size unless you're going to can in a big way, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"This size which is large enough to maintain a constant temperature while the food is being processed will hold about 5 quart glass jars or 8 pint glass jars. Eight No. 3 cans or 14 No. 2 cans will fit into it comfortably.

"For those who go in for large-scale canning operations, the 25- or 30- quart capacity size will be found more efficient.

"Whichever size you choose, buy a canner that is firmly constructed, molded in one piece without seams or joints. Most important feature to spot is a close-fitting cover that sets snugly into the cooker and leaves no room for escaping steam.

"Pressure gages should record a range from zero to 30 pounds, with 1-pound graduations from zero to 20 pounds. Test the gage at least once a year for accuracy.

"Interior of the canner--rack, colander pan, semi-circular pans, bails, lifters, and canning basket -- should be of sturdy, rigid construction, able to withstand strong heat and heavy loads and strains.

"Most pressure canners are made of heavy pressed or cast aluminum. Cheaper--but not so highly rated--are those of enameled or tinned steel. Inspect these carefully for flaws, cracks, or chipping in the coating. Tin-plated iron canners are also more economical buys, but are heavier and require careful handling to prevent melting of the tin plate."

CHASING COD LIVER OIL SPOTS

When Junior objects to his daily dose of cod liver oil and spills it on his new suit or your freshly-laundered table cloth, try this spot removal remedy, suggests the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"For a fresh stain, rub the spot promptly with a little dry cleaning solvent. such as carbon tetrachloride. Then wash the stained fabric in lukewarm soap suds.

"Old, dark stains are harder to remove. Bleaching the fabric may be necessary. If the stained material is white cotton or linen, a chlorine bleach will do the trick. If the stain is on white silk or wool, soak the article in fresh peroxide, wash in lukewarm suds, and rinse."

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . WASHINGTON, D.C.

Volume I, No. 21 September 12, 1938

SUBMERGED LEMONS STAY FRESH LONGER

The Swiss Economist who thought up the idea of storing reserve supplies of oil and wheat by submerging them in the Swiss lakes was only runner-up to the American consumer who discovered that lemons stay fresh longer if they are kept in a jar of cold water. Lemons left in their wrappers shrivel quicker than the submerged lemons and dry out faster.

Lemon buyers will avoid getting figurative lemons when they make their lemon purchases by looking for fine textured, heavy specimens. These will be juicier and of better quality than the light weight, coarse, thick skinned varieties. Juice content is related to the thickness of rind, and to some extent to maturity. Deep yellow lemons may be juicier, but they aren't so desirable as the light green-yellow lemons. The latter have a high acid content and acid is what you look for in this flavor-food. Decay appears as a mold or soft area at the stem end of the lemon or elsewhere. Discard shriveled and hard skinned fruits and those that are soft and spongy.

COUNT THE COST OF LEAN MEAT

Butcher shops don't quote prices on the lean meat in each cut of beef but consumers who know how to cook less tender cuts can make their money for meat go farther if they learn to figure the cost of the lean meat in each cut of beef.

"Suppose you have 25 cents to spend for beef," the CONSUMERS' GUIDE asks, "and you want to get the most lean meat you can buy for this money, which cut should you buy?"

When a good grade of steer is cut by the Chicago method flank steak contains the most lean meat per pound of meat, 87 percent. Next highest in lean meat is full-cut round steak with 81 percent. Sirloin steak and chuck roast follow with 70 percent each. Rib roast is 64 percent lean. Porterhouse contains 60 percent; plate, 58 percent; rump with bone, 53 percent; foreshank, 47 percent; hind shank, 31 percent.

Applying these percentages to the prices your butcher quotes for a pound of each different cut will tell you how much you are paying for lean meat. For instance, if the price of a pound of round steak is 35 cents a pound, and 81 percent of a pound is lean meat, you are paying for lean meat at the rate of 43 cents (35 divided by 81, then multiplied by 100).

To put these figures to work for your own pocketbook, apply the percentages of lean meat to the meat prices in your butcher shops.

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Volume I, No. 21

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HOW MANY ORANGES TO THE PINT OF JUICE?

Almost anyone can tell you offhand how many gills there are to the pint but what the person who starts the day with a glass of orange juice wants to know is how many oranges are there to a pint of orange juice.

Figuring the number of oranges it takes to make a pint involves knowing the size of each orange, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Agricultural Adjustment Administration. Oranges are classified according to the number contained in standard size boxes. There are about 9 recognized sizes of Florida oranges, ranging from 96 to 324, sometimes to 344, in a box. Ordinarily, it takes 3 1/2 of the size that come 126 to a box to produce one pint of juice, and 9 of the 324's to produce one pint. If 126's are selling at 55 cents a dozen, a pint of juice would cost about 16 1/2 cents. If 324's are selling for, say, 15 cents a dozen, a pint of juice would cost around 11 1/4 cents, about one-third less.

In any event if its juice you want, buy the heavy thin-skinned oranges. The thin-skinned variety have more juice per orange.

HOW TO CUT GAS BILLS

Consumers don't count out change when they buy their cooking gas, but just the same, gas used in cooking costs money, and money saved on it is money in the purse that can be spent for other needs.

North Dakota researchers, the CONSUMERS' GUIDE reports, have discovered a way to cut seven-eighths off the gas cost of roasting small or less tender cuts of beef, veal, and pork.

The trick is to cook them over surface burners rather than in the oven, and to use, to get the roasting effect, Dutch ovens or drip-drop kettles without the cover. The resulting roast can't be told from one baked in the oven and the gas cost is one-eighth as much.

CONSUMER NOTES

CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . WASHINGTON, D.C.

Volume I, No. 22 September 19, 1938

HOW MANY EGGS TO A DOZEN

A good egg, points out the CONSUMERS' GUIDE, official publication of the Consumers' Counsel Division of the Department of Agriculture, should mean more to exacting consumers than just a fresh egg. A good egg, for the money, should also mean that the egg is a certain size. One dozen peewee eggs, for example, amount in egg nourishment to hardly more than 9 large eggs. Yet consumers, who would be up in arms if someone tried to palm off nine eggs on them as a dozen, accept the food equivalent of 9-egg dozens without a murmur.

Consumers can avoid being short-egged, however, by buying U.S. Graded eggs. Each egg grade also indicates the size of the eggs. Thus a dozen "Extra Large" eggs weighs 26 ounces or more, a dozen "Large" eggs weighs 24 ounces, a dozen "Medium" eggs weighs 22 ounces, a dozen "Small" eggs weighs 19 ounces, and a dozen "Peewee" eggs weighs 18 ounces.

Where graded eggs are unavailable, weigh the dozen of eggs you buy to see how much egg you are actually getting.

PRESCRIPTION FOR HOUSEWIFE'S BACK

Housemaid's knee is less important in these days of vacuum cleaners, carpet sweepers, and gadgets than housewife's back. Housewives, the CONSUMERS' GUIDE says, should look at their working heights the first time they have the bent-over, cramped feeling that is the first sympton of this ailment.

Sinks for the average housewife, the GUIDE states, should have bottoms 32 inches from the floor, and should be either 5 or 6 inches deep. For work at the drainboard of this model sink, the average housewife needs a stool 26 inches high with a foot rest 14 inches from the floor. Working tables, where average wives stand up to work, should be from 30 to 33 inches high; sit-down tables, on the other hand should be 24 inches high. The companion chair for this sit-down table should be 16 inches high and have a seat at least 14 inches wide.

LIGHTNING RODS FOR FINANCIAL THUNDERSTORMS

When lightning strikes a man he is struck and that is that. But when financial lightning strikes a family and the members of the family begin making the rounds trying to borrow money, and then later begin to make the rounds of the treadmill trying to pay it back, their troubles have only begun.

(MORE)

In credit unions, however, consumers have a kind of financial lightning rod to protect them from the dangers of financial lightning. Credit unions are baby banks to provide credit to persons of small means. Since they are banks they are subject to State and Federal banking laws. Forty-one States, the District of Columbia and the Federal Government now have credit union laws under which charters are issued for credit unions.

Consumers have the option of organizing their credit unions either under Federal or State charters. Credit unions operating under Federal laws are supervised by the Farm Credit Administration.

Under its regulations membership in a credit union is restricted to persons having a common bond of occupation or association. Any 7 persons having this common bond may organize a union. Controlled by the members, the credit union admits approved applicants for membership on the payment of a 25-cent entrance fee and a first instalment on a share of stock in the union.

Payments on the stock, which is sold in $5 units, may be made in instalments of as little as 25 cents a payday. These payments provide a fund from which members of the credit union may borrow money for useful or provident purposes, at interest rates lower than those prevailing for similar loans from pawnbrokers or loan companies.

By credit unions consumers are encouraged to make regular savings at the same time they create for themselves a resource for low cost credit.

SOUR, AND SWEET, GRAPE SEASON

Sour grapes, and sweet grapes, too, for that matter, are most plentiful in September and October, and that means they are within the reach of almost all consumers then. When buying grapes consumers should insist on plumpness and high color. Frost which leaves grapes tasting flat when it nips them, gives a warning to consumers by two signs, a dull appearance and stickiness. Decayed berries can be told by looking into the container to see if it is leaky and stained. If it is, steer clear of those grapes.

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CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . . WASHINGTON, D.C.

Volume I, No. 23 September 26, 1938

BUYING WINTER COATS

Even coats of tan are beyond the means of some consumers and so it is no wonder, with cloth costing so much more than sunshine, that many consumers get into a financial lather at the thought of a winter coat.

To stay warm and out of bankruptcy the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division, Agricultural Adjustment Administration, recommends to women purchasing cloth coats that first of all they find out what the material is in the coat they are buying. If there is any doubt about the material get a written statement from the store saying that it will make a complete adjustment should the coat soon show defects with normal use.

To make sure you are getting a good quality wool coat, look for springiness and aliveness. Good coarse types of wool are best suited for hard wear. Soft fine wools are adapted for dress coats. Don't buy poor quality wool coats at any price. They may be made of fibers that have been reworked. Then they are uneven, harsh, and stubby, with most of the natural qualities of the wool destroyed. These fabrics feel heavy and boardy and have no springiness. Coats made of such material become baggy; the material looks matted and dull.

Examine a coat fabric on both sides. For durability you will want a firm weave without loops on the surface to snag Pull the fabric both ways to see if it stretches too much. All materials should be thoroughly shrunk, and colors should be fast to sun, rain, cleaning, and perspiration.

To judge the workmanship on the coat look for short stitches in the seams, and a strong thread. Each part of the coat should have received a thorough pressing before the coat was put together.

TEA FOR TWO OR MORE CONSUMERS

Everything does not stop for tea in the United States, but occasionally American consumers do linger over a cup of tea after dinner or before going to bed. To be suited to a T where tea drinking is concerned, the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division, Agricultural Adjustment Administration, recommends first of all to consumers that they make up their minds about the kind of tea they want.

Consumers who like pungent tea should buy green tea. For a milder tasting beverage with a delicate aroma, consumers should buy black tea. Compromising consumers who want both should buy Oolong tea.

To tell fresh tea from old tea consumers are urged to pick up a pinch of tea in their fingers and crumple it. If it is springy the tea is fresh, if it crumples into dust the tea is old and very likely flavorless.

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PAJAMAS

"Pajamas," a masculine pajama wearer has written to the Consumers' Counsel Division of the Department of Agriculture, "get in my hair, even when they don't choke me during the night." It's the sizes. No matter what size he buys it's always too long in the arms or too short in the legs, or too long in the legs and too short in the arms."

To make sure you are getting pajamas that fit, the CONSUMERS' GUIDE recommends to harassed sleepers that they buy pajamas whose labels state that their sizes conform to the Commercial Standard issued by the National Bureau of Standards of the Department of Commerce.

When pajamas carry this statement in their labels men can know that pajama sizes "A", "B", "C", and "D" conform exactly to certain dimensions.

Tabulated these dimensions are:

PAJAMA COAT	Measurements, Size A	B	C	D
	Ins.	Ins.	Ins.	Ins.
Length	30	30½	30½	31
Chest	43	47	50	54
Sleeve Length	32	32	33½	34

PAJAMA TROUSERS	Measurements, Size A	B	C	D
	Ins.	Ins.	Ins.	Ins.
Waist	39	42	45	49
Seat	50	52½	56	61
Outseam	42	43	44	45
Inseam	28½	29	30	30

BUYING AND BURNING COAL

Autumn's irony lies in the fact that just about the time of the year when there is a chill on the morning and it's a pleasure to lie in bed and sleep, consumers must give their waking thoughts to buying coal for the winter. For these wakeful consumers the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division, Agricultural Adjustment Administration, has a few buying suggestions to mull over.

Coal consumers can pick between the hard smokeless anthracite, the less hard semi-anthracite, the various grades of bituminous coal and coke. Of these the bituminous coals and coke give heat cheapest in average furnaces.

Size of the coal purchased is also a price determinant. Generally the smaller the size of the coal the less expensive it is. The smaller sized coals, however, require larger firepots for efficient burning. To save money consumers should find out from their furnace man the smallest size coal that burns efficiently in their furnaces.

Two fireman's tricks that will save money have to do with firing the furnace. When making a fire consumers should make the fire from the top down rather than from the bottom up. Build the fire with the coal first, then the kindling, and then the paper. This reduces smoke and gives heat more efficiently. When coal is added to the fire, instead of shoveling the coal over the top of the fire, push the hot coals to the back or to one side so as to create a pocket into which to shovel the fresh coal. More heat comes through the radiators this way and less goes up the chimney.

Bituminous coal consumers have a representative in Washington: the Consumers' Counsel of the National Bituminous Coal Commission. For further information on coal problems, the CONSUMERS' GUIDE recommends that consumers communicate with him.

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . . WASHINGTON, D.C.

Volume I, No. 24 October 3, 1938.

IF THE SHOE FITS, BUY IT. OTHERWISE DON'T

"As comfortable as an old shoe" may have its value as a popular saying but it's a poor guide when you buy new footwear.

"Well-fitting shoes," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, "should be comfortable when new and should not require a long painful breaking-in process."

Shy away from a shoe that cramps your toes or "bites" your heel. Keep away also from a shoe that is too large if you don't want to develop calouses or a "burning sensation" in your feet. The shape of the shoe should conform to the shape of your foot. There are 26 delicate bones in your foot that can cause you years of physical pain and injury if you insist on wearing out a pair of shoes that you know to be ill-fitting or badly made.

The best test of a new shoe is to try it on and walk around in it in the store. Your foot should not feel "squeezed" or "tight" in the shoe.

Sizes of different makes of shoes are not uniform. Don't rely on the size marked on an old pair of shoes; insist that the shoe clerk measure your foot when you are both in a relaxed and standing position.

Fit of children's shoes, particularly, should be tested by fluoroscope if possible. A young foot can easily be compressed in a shoe that is too short or too narrow without the child realizing it. Children's feet grow so rapidly that it is better to risk fitting them in shoes that are a little large rather than too short.

A LITTLE LIGHT ON LINEN

A linen with lots of weight and a firm, strong weave will give you the best service in wear and durability. "But", warns the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, "be sure that the weight of the linen is due to the flax fiber itself, and not to the dressing applied as a finish to the fabric."

Hold the linen against a strong light if you want to judge the firmness and balance of the weave. Unbalanced weaves--signs of weak spots that wear rapidly--can usually be spotted this way. Loose threads in the fabric are also signs of a poor weave.

If the weave is not balanced, the linen may soon begin to show signs of wear, since filling threads usually wear out before warp threads in the fabric.

Ask the thread count of a linen damask if you want to judge its firmness and durability. Top quality damasks have 450 threads to the square inch. Hotels, which give hard wear to linen, usually buy damask with a thread count of from 160 to 270.

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A snowy white linen tablecloth that has been bleached is a housewife's pride, but remember that bleaching weakens linen. For hard wear, half-bleached or three-quarters bleached cloths are preferable. Every time the cloth is laundered, the bleaching process is carried forward.

ONION TIPS

It's the neck in an onion that gives you the key to a fresh, tender product. Onions of the dry type with thick, tough necks won't add much to your cooking or to the flavor of your food, advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division, of the AAA.

"To select good onions of the dry type look for those that are bright, clean, hard, well-shaped, and dry," says the article. Look at the neck and the base as well as the outer skin for signs of rot. Mis-shaped onions don't qualify for high grades, but their only objection for consumers is the possibility of waste.

"Green onions, leeks, and shallots should have fresh green tops and medium sized necks that are white for at least 2 or 3 inches from the root. Look for those that are young, crisp, and tender. If the tops are wilted or yellow, do this: Twist the neck and puncture it with the thumbnail to see if the onion is old and flabby or has a tough, fibrous neck. Onions with merely bruised tops may still be a bargain if there is not too much waste involved in their preparation."

KEEPING HOME ACCOUNTS

The only way you can find out what happens to your family dollar is to keep track of it. And that means setting up a simple accounting system in the home to record all income and expenditures.

CONSUMERS' GUIDE, publication of the Consumers' Counsel Division, of the AAA, suggests this method for setting up your own account book: "First, buy a 5-or 10-cent notebook measuring about 16 inches across when opened flat. Then open the book to two full pages and rule the columns, starting at the left. Make the first column one inch wide, the second, 3 inches wide, and then 16 columns, each three-quarters of an inch wide.

"Label each column in this order, beginning again at the left: Date; Items Purchased; Food; Household Operations; Auto and other Transportation; Clothing; Personal Expenditures; Housing; Furnishings; Medical Care; Education; Recreation; Gifts, Church, Welfare; Insurance, Savings, Investment; Debts Paid; Total Daily Expense; Source of Income; Amount Received.

"If you have other expenditures which should be classified under separate headings, simply add additional columns.

"Each day, list your expenditures under 'Items Purchased,' and the amount spent according to the classification. Payments for gas, light, and telephone go under 'Household Operation.' Beauty shop or barber expenses, cosmetics, candy, smoking, watch repairs, etc., are listed under 'Personal Expenditures.' If you own your own home, cost of repairs goes under housing, taking the place of the amount paid by rent payers.

"Once a month,total the columns and balance the expenditures against your income. You soon will begin to spot secret leaks and wasteful spending in your budget. From there it is only a step to planning your expenditures for the following month and putting your money problems on a sound basis."

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CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . . WASHINGTON, D.C.

Volume I, No. 25 October 10, 1938

TIPS FOR FUR BUYERS

Fair Trade Practice Rules for the fur industry have recently been promulgated by the Federal Trade Commission, reports the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of AAA.

"Designed in the public interest originally to protect fur dealers from the unfair trade practices of other fur dealers, these rules as finally formulated are a big step toward a Be-Fair-To-Fur-Consumers Movement," says the GUIDE.

"Striking first at the shabbiest of unfair practices, the Rules forbid the misrepresentation of the grade, quality, or kind of fur, by advertisements or labels. But misrepresentation can be achieved through an omission of a relevant statement as well as by a downright lie. The Commission forbids both kinds of deceptions.

"Branding a fur with some coined name without explaining at the same time just what kind of fur it actually is, is forbidden.

"Making up a fur name, like 'sealine,' and then advertising it as the skin of a 'sealine' is forbidden. No fur, the Commission says, may be advertised as the skin of a non-existent animal.

"Romanticizing the fur of a domestic animal by calling it the fur of a foreign animal is not permitted, nor may dealers misrepresent the geographic origin of their furs. Few people have the economic strength even to ask to look at a genuine imported Russian sable, but if they do, then the fur which the dealer brings out to show them must actually be a sable trapped in the Soviet Union.

"If furs are tipped, blended, pointed, or dyed, this fact must be disclosed in the advertisements and on the labels. If a fur is made of pieces, tails, paws, and fur odds and ends, this fact must be disclosed on the label. And finally, if the fur is made from second-hand, worn, or used furs, or if the garment is second-hand, worn, or used, the advertisements and label must tell consumers so.

"Nor do the rules permit lip service to ethical practices or sleight-of-hand evasion. Everyone at some time or other has seen advertisements which announced a sale on Northern Seal coats in letters large enough to have proclaimed the Armistice, with an asterisk referring to a line in fine print at the bottom of the page reading 'Dyed Rabbit.' Under rule 12 of the Fur Trade Practice Rules this is forbidden.

"Correctly labeled furs under these provisions must contain the true name of the fur and if it is dyed, or blended, this fact too. For example, a rabbit which is dyed to resemble seal must be labeled, 'Seal-dyed Rabbit.' Hudson seal coats today under the same order must be labeled 'Seal-dyed Muskrat' which means, of course, that muskrat has been dyed to simulate seal. 'Coney,' meaning rabbit, may possibly be used if the seller can and will sell it without deceiving or misleading the purchaser.

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"Genuine, as a descriptive word in an advertisement or on a label, has its place, the Commission believes, but not to describe an imitation fur, even though the imitation fur is correctly named. For example, Mink-dyed Marmot is the skin of a Eurasian prairie dog dyed to simulate mink. Called 'Mink-dyed Marmot' it is correctly named. But, the Commission says, it is an unfair trade practice to put 'genuine' in front of the name to make it read 'Genuine Mink-dyed Marmot.' To unwary consumers, the Commission reasons, this use of 'genuine' is misleading.

"'I can get it for you wholesale,' often has been a come-on to uninformed consumers. The Commission has put a prohibiting foot down on retail furriers who falsely purport to sell wholesale, on retailers who pretend to be but are not manufacturing furriers, and, in fact, on any dealer in furs who says that he is something he is not.

"Federal Trade Commission frowns, under the regulations, are also reserved for dealers who advertise free repairs or storage with a garment, when actually the cost of this service is included in the price. Fake sale of 'samples,' of showroom models, and of Hollywood models, and bankruptcy sales come under the FTC ban. Finally, among the bans that protect consumers, there is the one which forbids marking down fur garments from fictitious prices. When fur dealers advertise fur coats in the future as markdowns from $350, they must actually be markdowns from $350."

How meticulously these rules will be observed cannot be told in advance. "A good practice for fur purchasers who want to be on the safe side is to buy from reputable merchants who play the game fair."

ELECTRIC RANGE BUYERS -- BE RATE-CONSCIOUS!

Count operating cost as well as purchase price when you consider buying an electric range, urges the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

Cost of operating an electric range depends in part on the wattage of the heating units, the type and amount of insulation, the type and amount of cooking to be done, the care in operating the range, and the utensils used.

Most important of all, operating cost depends on the local rate for electricity.

Last year the Bureau of Labor Statistics checked average monthly consumption of electricity for ranges in 54 large cities and found it to be 111.3 kilowatt hours. At three cents per kilowatt hour operating costs would be $3.34; at 5 cents a kilowatt hour, $5.57.

In some communities electric rates vary according to the use made of current with lower rates charged for cooking purposes.

Wise buyers check carefully the probably monthly cost of cooking "fuel" before they embark on an electric range purchase program.

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CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. WASHINGTON, D.C.

Volume I, No. 26 October 17, 1938.

A "CITY SEALER" GETS ON THE FRONT PAGE

Rockford, Illinois, consumers won't reply with blank expressions next time someone wants to know about the job of their city sealer and weights and measures inspector, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

A local weekly paper recently ended all "mystery" about the work of the city sealer's office when in a headlined story it brought home to its readers in simple phrases what the inspector's work means in terms of protection for Rockford's consumers and retailers.

"There are more than 2,000 scales of various types in the city," says the news story. "One man has the job of inspecting them. He is conscientious in his work, but he should have been born quintuplets."

"Pointed examples of the work of the city sealer in giving protection to consumers are cited to the readers. In one instance, a "grocery and fruit company recently was discovered to have 3 scales in its meat department, each one an ounce off in its favor. The city sealer corrected that in a hurry." A gas station that featured cut prices on its gasoline was checked up on by the sealer and discovered to be giving less than the "bargain" 5 gallons advertised.

As in many similar communities, the office is understaffed, according to the newspapers. A deputy weights and measures inspector would add $2,000 annually to the budget of the city sealer, an amount which, says the paper, equals the sum that would be lost to Rockford's consumers annually if they were short-weighted a penny's worth of coal on every ton they bought.

Additional weights and measures protection "would straighten out many unfair businessmen," the article concludes. "It is realized that scales might go 'haywire without tampering, but the customer loses money anyway if he gets less. It is a good idea to check on weights occasionally."

WHY MEAT GRADING?

The consumer who buys meat according to Government quality grades not only stands a better chance of getting the quality that he pays for. He also indirectly helps the farmer to get fair prices for the livestock he raises.

That is the twofold purpose of meat grading according to a recent statement by the Department of Agriculture's Bureau of Agricultural Economics, appearing in the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

Says the statement: "The purpose of meat grading is to facilitate the marketing of meats and therefore livestock at their true commercial values. The market value

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of graded livestock is determined by the market value of graded meats. The retail price of meat is what consumers will pay for it. Retailers pay wholesale prices on the basis of their estimation of what consumers will pay them. In turn the prices meat packers pay farmers for livestock are determined by what they can receive from the retailer or the jobber. Thus livestock prices are set finally by the prices consumers pay for meat.

"But consumers want to know what quality of meat they get for their money. They are willing to pay higher prices for quality meat, and insist they should get low quality meat at a lower price.

"By grading livestock and meat, it is possible for farmers to get more nearly the value of their products as determined by their eventual selling price.

"Grades, therefore, facilitate selection, pricing, and trading in meats and livestock.

"Since they also enable the producers of good quality products to obtain higher prices, they encourage the development of better strains of livestock."

STORING POTATOES?

Keep your potatoes in the dark if you plan to store them in your cellar this winter, advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA. Potatoes stored in a light place will soon sprout.

"Look to the type of storage place you choose, also, if you want the potatoes to retain their flavor and texture. There should be a window that can be opened on mild days or nights to allow for ventilation. In the north, where winters are cold, potatoes can be piled high in a bin-preferably a slat bin on legs--but they should never rest against an outside wall.

"In warmer regions potatoes do better if put in baskets or crates and placed on slat shelves. If they must be stored in bins, they should be piled only a foot or 2 deep to avoid overheating.

"Keep the potatoes at an even temperature of 60 degrees F. if you plan to use them before New Year's. If you want to use them in the late winter or early spring they should be held at about 40 degrees F.

"A final warning: Recondition the potatoes before using by keeping them at room temperature--65 to 70 degrees--for about a week. This will get rid of the 'sweetish taste' so often found in stored potatoes."

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . . WASHINGTON, D.C.

Volume I, No. 27 October 24, 1938

TOWARD SAFETY IN BEAUTY

When a shipment of eyelash dye whose ingredients had caused blindness was seized and ordered off the market a few weeks ago, government officials not only made consumer news; they made consumer history in the fight for legal protection against dangerous products.

Before the 1938 Food, Drug, and Cosmetic Act was passed by Congress, such seizures would not have been possible. The old Food and Drugs Act of 1906 made no provision for government protection against dangerous cosmetics.

Now, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, "cosmetics sold in interstate commerce for the first time come within the range of Federal regulation."

"Most cosmetics are no doubt safe," writes the GUIDE, "but many tragedies have brought home the necessity for control of the traffic in questionable beauty aids. Eyelash beautifiers containing poisonous aniline dyes have blinded and otherwise injured a number of women. Superfluous hair removers which utilized thallium acetate have paralyzed women's legs, blinded them, and loosened all their hair. Ointments, hair tonics, freckle removers and other cosmetics with mercury or other poisonous ingredient have been responsible, in scores of instances, for impairment of health and sometimes permanent disfigurement. Under the new law, the Food and Drug Administration will for the first time be able to bar poisonous cosmetics from interstate commerce.

"Hair dyes containing poisonous coal tar colors are exempt from regulation if marked plainly with a warning that skin irritations may result from their use by certain individuals, and that a preliminary test should be made according to directions. The warning must also state that the dye is not for eyelashes or eyebrows, since such use might cause blindness. Cosmetics are banned if injurious when used according to the label directions, or under conditions of use which are 'customary or usual.'

"The law does not require that ingredients of cosmetics be disclosed to consumers. Labels that fail to tell the ingredients of the cosmetic fail to protect women allergic to certain non-poisonous cosmetic ingredients. While harmless to most women, such ingredients may seriously irritate users sensitive to them.

"Lack of ingredient declaration for cosmetics also leaves the price of cosmetics a mystery, instead of providing some basis for consumers to compare cost and selling price in the preparation they are buying.

"Some of the Act's provisions, including the ban on dangerous cosmetics and the labeling of hair dyes containing coal tar colors, are already in effect. The remainder become operative next June."

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PICKING A WINNER IN SWEETPOTATOES

Buy sweetpotatoes that are smooth, well-shaped, firm, and of bright appearance if you want to get the most for your money in this autumn favorite, advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA. "Those with odd shapes mean more waste, and so do growth cracks.

"Look out for decay," warns the GUIDE. "One small spot can make a whole potato uneatable. You can spot one kind of decay by soft wet spots. Another kind is a dry, shriveled, discolored, and sunken spot, usually at the end of the potato. Still another shows in dark greenish spots, usually round but sometimes irregular. Dampness is a danger signal in sweetpotatoes, calling for inspection on counts of possible bad handling, freezing, or decay.

"Remember, sweetpotatoes divide up into two classes, according to color, moisture, and sweetness. The kind that come to the table dry and mealy usually have a yellowish tan skin and very light flesh.

"The sweet moist-fleshed kind have skins varying from whitish to reddish color and flesh from light greenish-yellow to a reddish or orange tint. Some call these 'yams,' though experts deny them the title."

BLANKETS IN THE WASH

If your blankets come from the wash "stiff as a board" or stretched out of shape, chances are that your washing technique is all wrong, according to the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Wool, due to the water it absorbs, is much weaker when wet, and must be handled with care," informs the GUIDE.

"Rubbing and twisting strains the fibers, gives them a chance to interlock or felt. Original fluffiness is destroyed, leaving the blanket without the warmth and softness it had when new.

"Only soft warm water and neutral soaps should be used. Press the water and soap from the blanket; don't wring them out.

"When you dry the blanket, be sure its weight is evenly distributed on each side of the line; that way you'll put a minimum of strain on the fabric. It's a good idea to shake the blanket occasionally when drying. That will help to restore the fluffiness of the nap."

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. WASHINGTON, D.C.

Volume I, No. 28 November 7, 1938

BUYING MEAT BY GOVERNMENT GRADE

Consumers in New York and Cincinnati report they are going to campaign this fall for compulsory meat grading laws in their cities.

"Compulsory meat grading," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, should not raise the price of meat to consumers. The actual cost of quality grading done by trained government graders amounts to one-fiftieth of a cent a pound. But grading does help consumers to compare meat prices and to know what quality they are getting when they buy meat. For several years Seattle, Washington, has had a compulsory meat grading law.

"In many communities meat dealers have voluntarily had their meats government-graded. Careful consumers always ask to see the government quality stamp on meat before they buy."

If you want to know how this government service can help you in your meat buying problems, write to the Consumers' Counsel Division of the AAA for its free illustrated pamphlet entitled "When You Buy Meat". Here in brief simple form meat grades are explained. The pamphlet tells the difference between the familiar purple circle indicating government sanitary inspection and the ribbon stamp showing the quality grade. It lists the different grades from high to low and shows what they look like so consumers can spot them on the meat they buy. In addition, the pamphlet gives some hints on how to save money when buying meat.

Ask also for "Meat Grades At Your Service," an imaginary dialogue between Mrs. Blank and her butcher. A more detailed story is told here of the meaning of meat grades and how they act as guides to quality.

Both pamphlets are free. Unions, consumer groups, clubs, and similar organizations can secure them in quantity if desired for distribution among members. Address: Consumers' Counsel Division, Agricultural Adjustment, Administration, Department of Agriculture, Washington, D.C.

ARE MEN BETTER BUYERS THAN WOMEN?

When the Richmond, Virginia, Bureau of Weights and Measures asked service station operators which of their customers--men or women--were more careful consumers, the answer was MEN.

Seventy-five percent of the operators who entered a Weights and Measures contest, reports the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the Agricultural Adjustment Administration, said that their men customers checked their purchases more carefully than the women.

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CONSUMER NOTES ● CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A. A. A., WASHINGTON, D. C.

ARE MEN BETTER BUYERS THAN WOMEN, (con't.)

After tabulating the results of the contest, the Chief of the Bureau of Weights and Measures in that city issued this warning:

"Ladies be careful. All buyers should watch or check their transactions. We should see that we get all that is coming to us."

Look to your laurels, ladies!

COOKING RULES FOR MEATS

It might be quicker to get a roast to the family dinner table by cooking it in a "scorching" oven, but you'll save money and get a tastier meat if you keep the oven at a low constant temperature over a longer period of time.

Those are the findings of kitchen researchers at the laboratories of the Missouri Agricultural Experiment Station, as reported by the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

Household chefs wishing to do full justice to beef ribs and leg of lamb roasts keep their ovens at a constant temperature of 150 degrees C. (302 degrees F.) during all the time the roast is cooking, the Missouri researchers found. Pork loin cooks best in an oven kept at a termperature of 175 degrees C. (347 degrees F.), while less tender cuts of U. S. Medium grade beef should be cooked in an oven of 150 degrees C. constant temperature. Chuck, rump and ham taste best when prepared at a constant low temperature of 125 degrees C., the investigators found.

It may take time to follow these rules, says the GUIDE, but you will save on fuel costs, and you will find that the meat tastes better.

FOOD FOR COLD WEATHER

Mothers who overload their children's winter diets with starches, sugars, and fats in the belief that extra amounts are needed during the cold months may do more harm than good to their children's health.

Every recent study of family diets shows that we are usually best off as to energy foods, worst off as to protective foods, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"If you are interested in providing meals for the family's best health, concentrate on the protective foods first. Build a foundation of milk, eggs, green and yellow vegetables, tomatoes or citrus fruits, and so on, and then fill in with the starches, sugars, and fats--that is, with foods high in these constituents."

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . WASHINGTON, D.C.

Volume I, No. 29 November 14, 1938

ANOTHER MILESTONE OF CONSUMER PROTECTION

Biggest ad-reading job ever attempted has just been launched by the Radio and Periodical Division of the Federal Trade Commission, writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

Acting to protect consumers against false and misleading advertising and to halt unfair competitive methods, the Division will read the thousands of newspaper, periodical, and radio ads now pouring into the offices of the F.T.C.

They will check about 250 daily and weekly newspapers selected on a representative basis, in addition to over 400 magazines and periodicals, ranging from the 5-cent publications to the most expensive. An average of 3 copies of each of these publications will be examined during the year.

Every one of America's 617 radio stations will send in its local advertising programs for a 15-day period 4 times a year for examination by the Commission. All the national network advertising programs will come in weekly for checking. Even the commercial announcements on "electrical transcriptions" must be reviewed by the Commission. All radio advertising is checked after the broadcast takes place unless otherwise requested by the advertiser.

Protection of the consumer against false advertising of foods, drugs, cosmetics, and healing devices was specifically given to the Federal Trade Commission by the Wheeler-Lea amendment to the Federal Trade Commission Act passed at the last session of Congress. The same amendment gave the Commission power to prevent business practices injurious to consumers as well as those damaging to competitors. In past years the Commission has been able to clamp down on false or misleading advertising only when it was an "unfair method of competition."

Though the biggest, this division isn't the only ad-watcher for the Commission. Very often individual consumers or business concerns file complaints with the Commission against ads which they think false and misleading, and ask that the ads be investigated.

WHEN YOU BUY AN ELECTRIC IRON

Weight and wattage capacity should be your guides when in the market for an electric iron. Researchers at the Virginia Agricultural Experiment Station who made a thorough study of all types of electric irons found that the new light-weight ones with a capacity of 1000 watts will give best service to consumers. (Cont'd. on next page.)

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"For regular, long-time, household ironing duty, no iron should be considered unless it is thermostatically controlled and has 1000 watts heating capacity," says the report. Though some irons of lower wattage ratings were found acceptable by the station experts, few of them measured up to ordinary household standards.

"The new light-weight irons reduce handling energy considerably over the heavy ones, and are entirely satisfactory because heavy pressure is not necessary in average household ironing," the report continues.

The report also recommends that the iron have a permanently attached cord, moulded rubber handle, and a tip-up safety rest, with a thermostat dial marked directly with the names of the materials and an "off" position. For irons having a temperature indicator the correct zones for ironing are: linen, 375-425 degrees; cotton, 325-375 degrees; rayon, 275-325 degrees.

As a caution against poor buys, the report says: "The purchaser of an electric iron will have to depend upon the reliability of the manufacturer for satisfactory performance from the iron and have to pay a good price for a good product. Cheap, bargain-type irons seldom give satisfactory performance."

SOAPS FOR LAUNDRY AND KITCHEN

Be sure you know how much soap you are getting when you buy it in the form of flakes or beads, advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA. The same caution holds for soap chips and powders.

Their convenience may justify higher cost to you, but to know how much more you are paying for convenience you should know how much soap you actually get in each box.

"Flakes and beads are sometimes purer than cake laundry soaps," says the GUIDE. "When they are purer, they are better suited for delicate fabrics. Soaps of this type should be mild and, according to the standards by which the Government buys, should contain not over 10 percent water, and no more than two-tenths of one percent of free alkali. Those for fine silks, woolens, and rayons should be used with lukewarm water only.

"Don't use chips and powders intended for dishwashing and general textile use on delicate fabrics. They often contain less pure soap and more of the other ingredients that tend to injure fine materials.

"First requirement for soap powders used for cleaning glass, enamel, and other smooth surfaces is that they shouldn't scratch or otherwise injure the surface. A simple test is to rub the powder on a smooth plate glass with an ordinary five-cent piece. A good powder will not scratch the glass.

"Scouring powders used for rougher work naturally contain more abrasives and should not be used on surfaces that you want to keep smooth and unscratched."

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CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . . WASHINGTON, D.C.

Volume 1, No. 30 November 21,1938.

CHOOSING YOUR POTS AND PANS

You can buy pots and pans in all sizes, shapes, and weights, but a good general rule to follow is to choose light utensils for quick cooking, heavier ones for the longer processes, advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the A.A.A.

"For quick boiling on the top of the stove, choose a fast heating pan, such as one of enamel or pressed aluminum of medium thickness which will not dent.

"For oven roasting, select a roaster with a smooth interior surface and a rack to hold the meat. With the exception of veal, most meat roasts have been found to cook best in uncovered pans. Enamel and thin aluminum make good roasters for quick cooking. Heavy aluminum, steel, and iron are best for long slow oven cooking.

"For baking cake and muffins, experts say you should use tin or aluminum containers. Glass rates second while enamel is the last choice.

"For cooking cream puffs and baking powder biscuits, aluminum baking sheets have been found most satisfactory. If you want an evenly browned product, use sheets minus sides. Kitchen researchers have found that sides act as a baffle to the heat, cause the bottom of the cookies or biscuits to brown much more rapidly than the top. Tin is not considered a good buy in the long run. It blackens easily and heats inefficiently."

THESE CONSUMERS SAVED BY BUDGETING

You can make your income stretch further if you put your family spending on an account book basis, writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the A.A. A. Here are "3 case histories" of account-keeping rural families reported in the GUIDE.

One woman said: "I have proved to myself in the 3 months that I have kept the family account book that it is a valuable aid in helping me to get the most out of the money I have to spend each month." Looking over her records she found she was spending $5 a month for soft drinks, and almost $13 for meals eaten away from home "unnecessarily". She was spending over $60 a month just for food for 2 people. Result: in one month the food fill was cut $10; in 3 months,"every account was from $1 to $10 lower."

Another account keeper reported: "My husband used to laugh at my efforts in keeping accounts, but he doesn't laugh any more. We have found that our grocery bill has dropped $12 a month, even though the children are eating

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more. We have found that by buying in quantity we can save a great deal. When I buy one can of tomatoes it costs 10 cents, but I can get 3 cans for 25 cents by buying in quantity in town."

A third homemaker went over the list of her food purchases and matched it against the standards for "adequate diets at moderate cost" suggested by the bureau of Home Economics, Department of Agriculture. She discovered that her family--like many others--had a diet top-heavy in protein foods such as meat, fish and eggs. In a few months she could write: "We have cut down on out grocery bill and besides that we all feel better."

KNOW YOUR CAULIFLOWER!

It's the "curd"--or flowerets that make up the head--that gives the clue to a good cauliflower.

"Whatever size a head of cauliflower may be," says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the A.A.A., "The 'curd' should be white or cream white, clean, heavy, firm and compact with the flowers bunched snugly together. Spreading and separating flower clusters are signs of age among cauliflowers.

"Yellow leaves may mean age if the curd tells the same story, but if the curd looks young the leaves may be yellow from other causes.

"Check on speckles, spots and bruises on the cauliflower. They mean waste and poor buys."

FOR MUSHROOM FANCIERS

Pick mushrooms that are of the same type and color and of the same uniform size if you want to get a good buy in this flavorsome delicacy now coming to market.

According to the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the A.A. A., such mushrooms meet the standards set up by official government graders if they are also well-formed, free from disease, insect injury, spots, and damage caused by dirt. The mushrooms should not have open caps, and their stems should be trimmed to a length of not more than 1 1/4 inches.

Mushrooms meeting these standards are given the "U.S. No. 1" grade at packing plants.

Don't let your yen for mushrooms cause you to gather wild ones unless you are a mushroom specialist. It is very difficult to distinguish between many of the edible and poisonous species, and a mistake may be fatal.

And, as a final tip, don't soak mushrooms; they quickly lose their flavor that way.

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CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. WASHINGTON, D.C.

Volume I, No. 31 NOV 30 1938 November 28, 1938

SOME BIRDS MAKE BIGGER MEALS

Do you want to know how much meat you will get from your holiday bird?

Here are some figures that will help you find out. They come from the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"No rules apply to every bird," says the GUIDE, "but here is the best information we can find showing how much edible meat you can expect from different kinds of poultry. Each percentage represents the proportion of the dressed (but not drawn) weight which is usually edible.

"Broilers (unfattened)	54 percent
Roasting chickens (unfattened)	57 "
Ducks	60 "
Squab guineas	60 "
Broilers (fattened)	61 "
Roasting chickens (fattened)	63 "
Hens (fattened)	64 "
Geese	65 "
Turkeys	67 "
Capons (fattened)	67 "
Squab pigeons	74 "

"Remember," warns the CONSUMERS' GUIDE, "While some birds give more edible meat, they also cost more per pound. If you want to figure the cost of the edible meat divide the price of the dressed bird by the appropriate figure above; then multiply the result by 100.

"Edible meat on a broiler which sells, for instance, at 40 cents a pound, costs at the rate of 74 cents."

TIPS ON APPLES

Leave an apple to itself under bad storage condition for any length of time and you'll soon have a miniature gas generating plant that shows up in the form of brown spots on the surface of the apple itself.

Those brown spots, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, are "scald" developed from the gases given off by the apples. Mild cases that merely tint the skin of the apple aren't very harmful, but beware of very dark brown spots; they are clues to bad quality in the apple.

If you buy apples in oiled paper, either individuall wrapped or in shredded oil paper packing, you'll run less risk of buying a "scalded" product.

You can spot immature apples by poor color for their variety and sometimes by their shriveled appearance after being in storage. For eating these are poor investments.

Overripe apples are soft, have mealy flesh, and lack snap and crispness that make good eating apples. They are bad buys at any price.

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Mealy flesh or brown flesh found both on the surface and under the skin of the apple means waste. Such injuries are usually caused by bruising or freezing. Apples with these defects won't keep well in storage.

Finally, shy away from dirty looking apples. They might be bearers of excessive spray residue that is sometimes poisonous.

HERE'S NEWS FOR COTTON CONSUMERS!

Shirt collars that are labeled "shrunk" or "pre-shrunk" nowadays must live up to such claims or there'll be mischief to pay!

New Trade Practice Rules issued by the Federal Trade Commission, require that labels on all cotton fabrics and manufactured cotton goods making claims about shrinkage must now specify what they mean when they say "shrunk" or "preshrunk," reports the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

Issued after several years of controversy, the rules legally forbid any advertising, labels, or sales statements that deceive or mislead consumers regarding the amount cotton goods will shrink.

"Shrunk and pre-shrunk may be used to describe cotton goods if, when they are used, a statement guaranteeing maximum shrinkage accompanies them," writes the GUIDE. "Thus, a manufacturer may label a garment: 'These goods have been shrunk (or pre-shrunk) to the extent that residual shrinkage will not exceed ___% when tested in accordance with recognized and approved standards or tests.' Or the statement may simply say: 'Pre-shrunk--residual shrinkage 1%; or 2%.

"Residual shrinkage simply means that while the garment has been shrunk, it may suffer additional shrinkage to the extent stated.

"Such words as 'full shrunk,' 'shrinkproof,' 'non-shrinkable,' and similar terms are banned if the goods so advertised, sold, or labeled contain any capacity to shrink.

"Look at labels carefully when you buy cotton goods in the future. Those that contain shrinkage guarantees will be your most reliable protection against shrinkage. Manufacturers who don't claim their goods are 'pre-shrunk' or 'shrunk' are not affected by the rules.

"Cotton goods guaranteed not to shrink more than 2% meet most consumer needs; if the percentage is greater, buy larger sizes or more yard goods.

"If the goods or garments don't live up to the label shrinkage guarantee, do this: Complain to the store where you made your purchase; then report the violation to the Federal Trade Commission for investigation."

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CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . . WASHINGTON, D.C.

Volume I, No. 32 December 5, 1938.

EGG GRADING IS POPULAR!

Consumers aren't the only ones who like to buy their eggs graded by Government experts. Retail distributors prefer graded eggs, too, because then they can be sure of the quality of the product that they are handling.

That's the conclusion of the Federal-State supervisor of egg grading in Ohio after 5 years of grading, as reported in the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"There has been a steady increase in the demand for the official grading services from retail distributors and consumer organizations," he says. "These organizations as well as the consumer public have had egg quality and grading misrepresented to them so often when they made purchases of one dozen or one case of eggs that when they learn the United States standards for egg grades do not change from one purchase to another they demand Government-graded eggs."

Backing up his statement are figures showing that the volume of eggs graded in Ohio increased over 75 percent from 1935 to 1937 -- a jump from 750,000 dozen to 1,305,-300 dozen.

In that five-year period, the report shows that 43 out of every 100 eggs fell in the "U. S. Extra" or "Retail Grade A" class, the kind that rates honors at breakfast. Forty out of each 100 graded eggs were classed as "U. S. Standard" or "Retail Grade B," recommended for cooking. Another 8 out of each hundred graded as "U. S. Trade," the quality suitable for dishes where egg flavor does not count much.

Consumers who buy eggs according to these Government grades, like Ohio's consumers, can be sure they are getting full value for their egg dollars. For more information on Government-graded eggs send 10 cents to the Superintendent of Documents, Washington, D. C., for a copy of the Consumers' Counsel publication, CONSUMERS LOOK AT EGGS.

FIGURING YOUR SHEET SIZES

Don't trust to guesswork when you're deciding on the size sheets you need; a few minutes with a tape measure can save you needed pennies if you want to know the exact sized sheets you should buy, writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

First, measure the length of your bed, usually about 74 or 75 inches. Then measure the depth of your mattress (an ordinary mattress is 5 inches deep, inner-spring 6 to 7 inches) and multiply it by 2 for the two ends of the bed. Allow 5 inches for the hem of the sheet, since the labeled

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size of the sheet almost always means the size before hemming. Allow another 5 inches for shrinkage and about 14 inches for tuck-in (6 to 10 inches each end).

Adding all of these figures will give you the approximate length of the sheet you should buy.

Figure the width by getting the width of your bed (standard widths 36, 39, 48, and 54 inches). Add to this the depth of your mattress multiplied by 2 and the tuck-in allowance of about 12 inches.

WHEN YOU PARK YOUR BACON!

Chances are your bacon will keep fresh in the refrigerator for two weeks wrapped in its original paraffin or parchment paper wrapping, reports the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

Research at the Iowa State Experiment Station has shown that the bacon will keep well for this length of time.

If you're going to store the bacon longer, keep it in a glass dish with the temperature in your refrigerator below 45 degress F. If your refrigerator goes above 45, it's best to keep the bacon in its original waxed-paper wrapping.

RICH FOODS ARE DIGESTIBLE

It's a good idea not to overdo your appetite for cream puffs, pies, and pastries, but, writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, don't shy away from these foods because you fear a resultant case of indigestion.

"The rule is not to get too much of the rich foods and to get the right quantities of other foods in the diet, such as milk, eggs, meats, and fresh fruits and vegetables," says the GUIDE.

"Digestibility of those foods rich in fats and sugar is a question of the completeness of assimilation. From that standpoint, fats and sugars are very digestible. Bureau of Home Economics experiments showed that between 95 and 98 percent of fats were digested.

"Ease of digestibility -- as distinguished from completeness of the process -- is another matter. Fats remain longer in the digestive tract, slow up the process of digestion. Moreover, rich foods are usually compact, concentrated foods and take longer to digest for that reason. But the average healthy person should have no worries about this when he satisfies his sweet tooth."

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CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . WASHINGTON, D.C.

Volume I, Number 33 December 12, 1938.

WHAT PRICE COSMETICS

Figuring the cost of the ingredients that go into a box of face powder or a jar of massage cream can hardly be done by consumers who aren't told what the cosmetic is made of, but when Maine officials did this very thing they discovered a few eye-opening facts.

"Maine Senators, urged by consumers, ordered the State Department of Health and Welfare to analyze the cosmetics in the State to see what they contained and how much their ingredients cost at retail prices," reports the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA. Here's what they found:

"A dusting powder, which sold for 75 cents retail, contained ingredients whose cost at retail, including the cost of the container, was approximately 16 cents.

"A lipstick, which sold at $1.25, would have cost consumers slightly more than 7 cents if they had bought the container and the ingredients separately at retail.

"A cream rouge which retailed to consumers for 55 cents was made of ingredients and packed in a container which could have been bought at retail for slightly less than 4 cents.

"An astringent which sold for $1.75 had ingredients whose retail prices totaled a little less than 9 cents.

"A face powder which sold for $3.00 had ingredients and a container whose approximate value at retail was 39 cents.

"A massage cream, also sold for $3.00, contained boric acid, sulphur, wool fat, and a few other oils and fats in very small quantities. With the jar a consumer could have reproduced the concoction, not counting the labor involved, for 14 cents.

"Of course, ingredients and container are not the whole cost of a cosmetic. There are other costs: the cost of mixing, shipping, advertising, and distribution.

"Until cosmetic labels tell what they contain, consumers will have little chance of comparing values for their beauty dollars." There is nothing in the new Food, Drug, and Cosmetic Law which requires a listing on the label of ingredients that go into cosmetics.

HOW MUCH DOES IT HOLD?

Shy clear of canned fruits and vegetables that you find marked "slack fill" or "contains excess added liquid," unless you can buy them at substantial savings. The labels are Government warnings that the canned product was not packed according to Federal standards, writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

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"If the can is not properly filled," says the GUIDE"-- if it is long on head space, or short on drained weight -- it must be marked: 'SLACK FILL.' If it contains too much of the packing medium (water or brine or sugar solution) it has to be marked: 'CONTAINS EXCESS ADDED LIQUID.'

"Such canned foods are sub-standard only in fill or packing medium, not in the quality of the food contained in them.

"Consumers cannot look inside a can before they pay for it. Getting label information about possible slack fill or excess packing fluids is a check against paying food prices for water or brine.

"Only canned fruits and vegetables passing in interstate commerce are now subject to the law.

"When the new Food, Drug, and Cosmetic Law goes into effect next June, Federal protection against slack fill in packages as well as cans that cross State lines will be possible. A food, drug, or cosmetic will be regarded as misbranded, and hence, barred by the law from the stream of commerce across State lines, 'if its container is so made, formed, or filled as to be misleading.'

"Labels of all packaged goods and cans that cross State lines must tell the net contents. Be sure you know how much is in the container when you match prices."

POINTS ON PARSNIPS

Buy parsnips that weathered a heavy frost before they came to market if you want to get them at their best, advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Small to medium are the preferred parsnip sizes. But no matter which size you buy, be sure the parsnips are firm, smooth, and well-shaped. Odd shapes mean waste and unwise spending.

"Waste also comes with softness of the parsnip. This may mean pithy or fibrous roots, or may even be a warning sign of decay.

"You can spot decay, too, by gray mold and watery soft rot that appears on the vegetable."

CONSUMER NOTES • CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A. A. A., WASHINGTON, D. C.

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. WASHINGTON, D.C.

Volume I, No. 34 December 19, 1938

TAKE CARE WHEN YOU BUY TOYS

"Mix a little sense with your sentiment if you want your toy-buying to be a success," advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

Here are 4 buying rules set down by the GUIDE for grown-ups who aren't sure how to measure childhood preferences:

"First, toys should recognize age differences. A 10-year-old will be bored with a 2-year-old's toy and a 2-year-old might very well develop a sense of frustration if confronted with a 10-year-old's toy.

"Second, children should be encouraged by their toys to do things, not to watch them. While young they should be encouraged to exercise their ingenuity, to develop a sense of workmanship, to get the satisfaction which working and accomplishing give. By doing things, too, a child may at play develop particular abilities or talents.

"Third--and very important--toys should be able to stand wear and tear. And, of course, they should be safe, constructed so as not to offer danger of injury through sharp edges or protruding nails.

"Fourth, don't give a child too many toys. Spread your toy-giving throughout the year and don't bewilder the child with his own wealth on Christmas morning. Too great a variety of playthings distracts a child. Where toys accumulate, child experts suggest that most of them be stored away to be brought out again as used toys lose their appeal.

"Toys that have fallen into disfavor should be stored away, too, to be brought out some day when the child is bored and eager for the attractiveness of an unfamiliar toy."

KEEPING MAYONNAISE FRESH

Mayonnaise will soon go rancid if you leave it exposed to the air for any length of time.

"Keep the cover on the jar and only take from the container the amount you intend to use if you want to preserve the sweetness of the salad dressing," advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Rancidity is due to the oxidation of the oil in the dressing," says the GUIDE. "You have probably noticed the film that forms on a bowl of mayonnaise that stands for some time. That film is the oxidized oil that makes for rancidity. Adding such mayonnaise to an unspoiled product hastens the spoilage of the whole batch.

"Long-time sweetness of mayonnaise depends primarily on the quality of its ingredients, but to preserve the sweetness remember not to leave the dressing uncovered."

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CONSUMER NOTES • CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A. A. A., WASHINGTON, D. C.

HOW TO STORE NUT-MEATS

All you need to insure a supply of nut meats through the winter and summer is the family wash boiler and a few glass fruit jars.

"Department of Agriculture scientists have developed a top-notch method for preserving, nut-meats," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Put freshly cracked nut meats into glass fruit jars. Adjust, but do not tighten the glass lids and rubbers. Place the jars in an ordinary clothes boiler, or a big kettle with a wooden rack on the bottom.

"Put in about 2 inches of water, but be sure the water does not cover the jars and that the lid of the boiler is on tight. Let the water boil for 15 or 20 minutes, remove the jars rapidly, and tighten the tops as quickly as possible.

"Stored in the dark at ordinary room temperature, nut meats so processed will keep fresh through the summer if the jar lids are not removed until you're ready to eat the nuts."

HOW MUCH MAPLE DO YOU GET IN MAPLE SIRUP?

Don't trust to luck that you get a 100 percent maple product when you ask for maple sirup.

"Read the label carefully," cautions the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, "and ask your grocer how much maple you are getting when the label doesn't tell.

"Pure maple sirup, to be labeled as such in interstate commerce," says the GUIDE, "must be simply the product of evaporation of maple sap or of dissolving of maple sugar in water, with the resulting sirup not over 35 percent water and weighing no less than 11 pounds to the gallon, according to the regulations of the Food and Drug Administration.

"Mixtures of maple with sugar sirup range in maple content from a low of about 3 percent to a high of almost half maple. Some labels give the percentage of maple in the combination. Others merely say 'cane and maple,' which means sugar sirup--not true cane sirup--with enough maple in it to give it a maple flavor. The typical sirup sold under a brand name contains from 12 to 20 percent maple.

"The Food and Drug Administration is not empowered in the law to set definite percentages of maple in sirups labeled different ways. But some States have regulations setting minimum percentages of maple which sirup sold in the State under labels mentioning the word, maple, must contain. This makes it possible for any given brand of sirup to be sold in one State with 40 percent maple in it, and in another State with 20 percent, both under the same label, 'cane and maple.'

Consumers may find out what regulations, if any, control the maple sirup content of mixtures sold in their States by writing to the State Food Commissioner."

CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . WASHINGTON, D.C.

Volume I, No. 35 December 26, 1938.

PRESCRIBING FOR THE NATION'S HEALTH

A national program that will bring good health within the reach of everyone -- that's the prescription of the Technical Committee on Medical Care, made up of government experts from the Children's Bureau, the Social Security Board, and the Public Health Service.

After examining present aids to sound health, this Committee concludes:

1. Preventive health services for the Nation as a whole are grossly insufficient.
2. Hospital and other institutional facilities are inadequate in many communities, especially in rural areas.
3. One-third of the population, including persons with or without income, is receiving inadequate or no medical service.
4. An even larger fraction of the population suffers from economic burdens created by illness.

And here's the suggested treatment:

1. Expand public health activities, and maternal and child welfare services.
2. Build our hospitals up to our needs.
3. Provide medical care for the medically needy -- those on relief, and those who otherwise self-supporting, cannot pay for medical care.
4. Develop a general program of medical care for all the people, distributing the costs over groups of people and over periods of time.
5. Insure workers against loss of wages from illnesses which disable them temporarily or for life.

The Committee said the "treatment" would take 10 years to be effective and should be done by the States in cooperation with the Federal Government.

BUYING A FUR COAT THIS WINTER?

Be a fussy shopper when you are lucky enough to be in the market for a coat and don't be afraid to look at the same kind of coat in a range of prices before you choose yours.

"Quality differences are discernible if you are a careful shopper," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Under sleeves of fur coats should be made from the same quality as the top furs.

"Buy a coat that fits you. Tight-fitting coats soon result in split seams. Make sure there is room enough in the arms and shoulders. There also should be enough room to permit sitting down comfortably. Loose fits are essential almost always in coats made up of small pelts or weak furs.

(MORE)

CONSUMER NOTES • CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A. A. A., WASHINGTON, D. C.

"Examine the appearance of the fur. Good furs are bright and lustrous; cheap or poorly dressed furs are dull and lifeless.

"Look for thin spots at the important friction points: the edges, the cuffs, the sleeves, the pockets, the back of the neck and the bottom of the coat. Here the fur should be especially thick.

"By looking at the underside of the skin it is possible to distinguish between a carefully cut and worked fur and a piece of patched fur. Where many small irregular pieces of fur are patched together, a fur is not a good quality grade. Of course, where small pieces of fur are put together in a regular pattern, with the seams evenly sewn and in perfect alignment, the coat is rated in the better-grade class."

TIPS ON CRANBERRIES

Beware of cranberries that are dull, soft, or shriveled if you want to make wise purchases of this festive fixing, advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Good quality cranberries are firm, plump, fresh-looking, with a high shine," declares the GUIDE. If they look wet, find out whether they have just come out of cold storage. If they have, the dampness does not indicate poor quality and will soon disappear.

"Moisture caused by injury or damage may mean cranberries that are tough, leathery, and sticky, with discolored flesh.

"Color and size of cranberries depend more on variety than quality. Of the common varieties the small dark red ones are a bit sweeter than the large bright red kinds."

EXAMINE THE WRINGER ON WASHING MACHINES

"Safety first" should be your guide when you are deciding on the wringer on a new washing machine.

"A good wringer has a safety feed device as a protection against the fingers or clothes of the operator getting caught in the rollers," says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Another safeguard is an automatic release that cuts the current and separates the rollers if the operator's hand is caught or if too bulky fabrics put an excessive strain on the rollers. Reversible drainboards and rollers mean added efficiency for the operator.

"'Balloon' type rollers prevent injury to buckles and buttons, and do not subject the fabrics to as much wear as the hard rubber types.

"Power wringers should be adjustable in different positions; hand-operated ones should have adjustable clamps that hold the wringers firm.

"All moving parts should be encased as far as possible to guard against dirt and injury to the operator."